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- QS1_1. [Are you a small-business owner or operator?] Please answer 'yes' or 'no' to the following questions:
- QS1_2. [Are you a senior executive at your company or organization (commonly referred to as a 'C-Suite' level employee)?] Please answer 'yes' or 'no' to the following questions:
- QD1. How many employees does your organization employ?
- QD2. What is your approximate revenue on a yearly basis?
- QD3. What type of business is it?
- QD4. How many years has your business been in operation?
- QD5. In what industry sector does your organization operate?
- Q1. How would you rate your understanding of the legal requirements for handling confidential information in your industry?
- Q2. Does your organization have a known and understood policy for storing and disposing of confidential paper documents?
- Q3. Does your organization have a known and understood policy for storing and disposing of confidential information on end-of-life electronic devices?
- Q4. [SUMMARY - AWARE] How aware are you and your employees of how to properly dispose of end-of-life hard drives, USBs, and other electronic devices stored around the office that contain confidential information?
- Q4. [SUMMARY - NOT AWARE] How aware are you and your employees of how to properly dispose of end-of-life hard drives, USBs, and other electronic devices stored around the office that contain confidential information?
- Q4_1. [You] How aware are you and your employees of how to properly dispose of end-of-life hard drives, USBs, and other electronic devices stored around the office that contain confidential information?
- Q4_2. [Your employees] How aware are you and your employees of how to properly dispose of end-of-life hard drives, USBs, and other electronic devices stored around the office that contain confidential information?
- Q5. Does your organization have a known and understood policy for storing and disposing of confidential information when employees work off-site/away from the office?
- Q6. Does your organization train employees on how to identify common cyber-attack tactics such as phishing, ransomware or other malware (malicious software)?
- Q7. What percentage of your employees work off-site/away from the office on a regular basis?
- Q8. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:
- Q8. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:
- Q8_1. [The risk of a data breach is higher when my employees work off-site than it is when they work at the office] To what extent do you agree or disagree with the following:
- Q8_2. [I trust that my employees are doing everything they can to safeguard sensitive physical and digital information when they work off-site] To what extent do you agree or disagree with the following:
- Q8_3. [I believe the option to work remotely is going to become increasingly important to my employees in the next 5 years] To what extent do you agree or disagree with the following:
- Q8_4. [I trust that my employees are doing everything they can to safeguard sensitive physical and digital information while off-site] To what extent do you agree or disagree with the following:
- Q9. How do you dispose of confidential paper documents you no longer need?
- Q10. How regularly do you train your staff on your organization's information-security procedures or policies?
- Q11. Has your organization ever suffered a data breach?
- Q12. If your organization suffered a data breach, what was the cause?
- Q13. If you have ever suffered a data breach, what was the impact on your organization?
- Q14. How likely do you think it is that your organization will experience a data breach in the next 5 years?
- Q15. What do you think the source of the data breach will be?
- Q16_1. [Digital security] Thinking about the amount of money your organization spends on data security, what proportion is invested on digital security, and what proportion is on physical document security?
- Q16_2. [Physical document security] Thinking about the amount of money your organization spends on data security, what proportion is invested on digital security, and what proportion is on physical document security?

Q17. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:

Q17. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:

Q17_1. [I trust that all digital data breaches are properly disclosed to consumers and not kept secret] To what extent do you agree or disagree with the following:

Q17_2. [Digital data security is a top priority for me when choosing who to do business with] To what extent do you agree or disagree with the following:

Q17_3. [Data breaches are no big deal and are blown out of proportion] To what extent do you agree or disagree with the following:

Q17_4. [I am concerned that private personal information about my organization is out there on the internet somewhere] To what extent do you agree or disagree with the following:

Q17_5. [Companies are getting better at protecting their customers' personal and sensitive information] To what extent do you agree or disagree with the following:

Q17_6. [Companies need to do more to show employees and consumers how they're protecting personal information] To what extent do you agree or disagree with the following:

Q18. If your company were to suffer a data breach and your customers' personal data were compromised, how do you think your customers would be likely to respond?

QResp_gender. Are you...?

QQUOTAGERANGE.

QHCAL_STDREGION_4CODES_US. US Region

QD3A. Is your business or organization public or private owned?

Qcountry.

Table: 1

QS1_1. [Are you a small-business owner or operator?] Please answer 'yes' or 'no' to the following questions:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Yes	1053	519	534	259	413
	96%	94%	97%	94%	94%
No	47	32	15	16	26
	4%	6%	3%	6%	6%
		B		E	E
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
96	178	207	91	105	86	385
77%	97%	90%	94%	96%	95%	99%
	Y		*		*	XYZab
29	6	23	6	5	5	3
23%	3%	10%	6%	4%	5%	1%
QRSTUV	c	Xc	c*	c	c*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 2

QS1_2. [Are you a senior executive at your company or organization (commonly referred to as a 'C-Suite' level employee

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Yes	830	444	387	202	325
	75%	81%	70%	74%	74%
No		B			
	270	107	163	72	114
	25%	19%	30%	26%	26%
Sigma		A			
	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
121	145	201	78	84	71	251
97%	79%	88%	81%	77%	78%	65%
QRSTU	c	Xabc	c*	c	c*	
4	39	29	19	25	20	137
3%	21%	12%	19%	23%	22%	35%
	Y		*	Y	Y*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 3

QD1. How many employees does your organization employ?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
10 or less	716	319	396	125	275
	65%	58%	72%	45%	63%
		A		C	
11-50	182	114	69	58	70
	17%	21%	13%	21%	16%
		B		E	
51-99	104	52	52	49	45
	9%	9%	9%	18%	10%
				DE	E
500 or more	98	66	32	43	48
	9%	12%	6%	16%	11%
		B		E	E
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
99 or less	1002	485	517	231	390
	91%	88%	94%	84%	89%
		A			
100 or more	98	66	32	43	48
	9%	12%	6%	16%	11%
		B		E	E

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
316	117	165	253	180	716	-	716	-
82%	59%	68%	62%	71%	71%	-	80%	-
CD		F		FH	K	*	MP	
54	33	34	81	34	182	-	182	-
14%	17%	14%	20%	14%	18%	-	20%	-
			I		K	*	MP	
10	20	25	38	22	104	-	-	104
3%	10%	10%	9%	9%	10%	-	-	100%
					K	*		LP
7	28	18	36	17	-	98	-	-
2%	14%	7%	9%	7%	-	100%	-	-
	GHI					J*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
380	170	224	371	236	1002	-	898	104
98%	86%	93%	91%	93%	100%	-	100%	100%
CD		F	F	F	K	*	P	P
7	28	18	36	17	-	98	-	-
2%	14%	7%	9%	7%	-	100%	-	-
	GHI					J*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	-	348	170	85	57	22	16
-	-	-	97%	81%	57%	50%	31%	24%
-	-	*	RSTUVW	STUVW	UVW	UVW	W*	*
-	-	-	8	24	39	30	22	20
-	-	-	2%	12%	26%	27%	30%	29%
-	-	*		Q	QR	QR	QR*	QR*
-	-	-	3	12	17	20	19	19
-	-	-	1%	6%	11%	17%	26%	27%
-	-	*		Q	Q	QR	QRSW*	QRSW*
-	-	98	-	4	8	7	10	14
-	-	100%	-	2%	5%	6%	14%	20%
-	-	LM*		Q	Q	Q	QRS*	QRST*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	-	359	206	141	107	63	55
-	-	-	100%	98%	95%	94%	86%	80%
-	-	*	RSTUVW	UVW	UVW	VW	W*	W*
-	-	98	-	4	8	7	10	14
-	-	100%	-	2%	5%	6%	14%	20%
-	-	LM*		Q	Q	Q	QRS*	QRST*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
17	129	103	49	67	42	325
14%	70%	45%	51%	61%	46%	84%
	YZb		*	Yb	*	XYZab
39	33	40	19	21	26	44
31%	18%	17%	20%	19%	28%	11%
QR	c	c	c*	c	Yc*	
14	11	40	14	12	14	12
11%	6%	17%	14%	11%	16%	3%
Q		Xc	Xc*	c	Xc*	
55	10	47	15	9	9	7
44%	6%	20%	15%	9%	10%	2%
QRSTUV	c	Xabc	Xc*	c	c*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
69	173	183	82	100	82	381
56%	94%	80%	85%	91%	90%	98%
	YZ		*	Y	Y*	XYZab
55	10	47	15	9	9	7
44%	6%	20%	15%	9%	10%	2%
QRSTUV	c	Xabc	Xc*	c	c*	

Table: 4

QD2. What is your approximate revenue on a yearly basis?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Less than \$50,000	359	134	226	70	130
	33%	24%	41%	25%	30%
\$50,000 - < \$100,000	210	91	118	52	86
	19%	17%	22%	19%	20%
\$100,000 - < \$250,000	150	78	72	43	64
	14%	14%	13%	16%	15%
\$250,000 - < \$500,000	114	65	49	41	37
	10%	12%	9%	15%	8%
\$500,000 - < \$750,000	73	47	26	21	34
	7%	9%	5%	8%	8%
\$750,000 - < \$1,000,000	69	43	26	19	28
	6%	8%	5%	7%	6%
\$1,000,000+	125	92	33	30	60
	11%	17%	6%	11%	14%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
-	69	47	20	26	16	182
-	37%	21%	21%	24%	17%	47%
	YZab		*		*	XYZab
-	32	37	13	25	18	85
-	17%	16%	13%	23%	20%	22%
			*		*	
-	23	26	13	22	18	48
-	13%	11%	13%	20%	20%	12%
			*	Yc	Y*	
-	14	35	11	13	10	30
-	8%	15%	11%	12%	11%	8%
		Xc	*		*	
-	7	21	13	8	15	9
-	4%	9%	14%	7%	17%	2%
		Xc	Xc*	c	Xac*	
-	16	25	3	6	7	12
-	9%	11%	3%	5%	8%	3%
	c	Zc	*		c*	
125	23	38	24	9	7	23
100%	13%	17%	25%	8%	8%	6%
QRSTUV	c	abc	Xabc*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 5

QD3. What type of business is it?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Proprietorship	593	287	306	102	242
	54%	52%	56%	37%	55%
Partnership	224	99	126	100	82
	20%	18%	23%	36%	19%
			A	DE	E
Incorporated	283	165	118	72	114
	26%	30%	21%	26%	26%
		B			
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
38	97	104	48	54	44	246
30%	53%	45%	50%	49%	48%	63%
			*		*	XYZab
27	42	42	26	31	23	61
21%	23%	18%	27%	28%	25%	16%
	c		c*	Yc	c*	
60	45	84	23	24	24	82
48%	24%	37%	24%	22%	27%	21%
QRSTU		XZac	*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 6

QD4. How many years has your business been in operation?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
1-4	294	117	177	116	114
	27%	21%	32%	42%	26%
5-9	250	115	135	69	129
	23%	21%	25%	25%	29%
10-14	201	110	91	47	92
	18%	20%	16%	17%	21%
15-20	135	74	62	21	53
	12%	13%	11%	8%	12%
21-25	69	38	31	6	20
	6%	7%	6%	2%	5%
More than 25	150	96	54	16	30
	14%	17%	10%	6%	7%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
9	49	43	21	34	25	121
7%	27%	19%	22%	31%	27%	31%
			*	Y	*	Y
15	50	54	18	26	21	82
12%	27%	23%	19%	23%	23%	21%
			*		*	
36	32	55	22	17	16	59
29%	17%	24%	23%	15%	17%	15%
QR		c	*		*	
11	18	36	9	12	13	47
9%	10%	16%	10%	11%	14%	12%
			*		*	
12	12	15	6	5	7	24
10%	7%	6%	6%	5%	8%	6%
			*		*	
43	22	27	21	15	10	55
34%	12%	12%	21%	14%	11%	14%
QRSTUV			XY*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 7

QD5. In what industry sector does your organization operate?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Facilities Management	18 2%	10 2%	8 1%	6 2%	9 2%
New Car Sales	8 1%	5 1%	3 1%	5 2%	3 1%
Computer/Software/IT	103 9%	68 12%	34 6%	35 13%	54 12%
Wholesale & Retail	176 16%	83 15%	93 17%	41 15%	66 15%
Hospitality - Hotels/Conference Centers	35 3%	17 3%	18 3%	12 4%	12 3%
Communications	23 2%	11 2%	12 2%	9 3%	10 2%
Insurance Agents / Brokers / Carriers / HQ	16 1%	15 3%	1 *	5 2%	4 1%
Real Estate Agents & Brokers	38 3%	23 4%	15 3%	6 2%	20 5%
Legal	26 2%	11 2%	15 3%	11 4%	5 1%
Finance & Accounting	55 5%	25 4%	31 6%	16 6%	27 6%
Professional/Scientific/Technical Services	105 10%	63 11%	41 8%	15 5%	45 10%

		B			C
Public Sector/Defense/Justice/Gov't	4	3	1	2	1
	*	1%	*	1%	*
Education	47	14	33	14	16
	4%	3%	6%	5%	4%
			A		
Health & Social Care	59	18	41	20	23
	5%	3%	7%	7%	5%
			A		
Other	389	186	203	79	143
	35%	34%	37%	29%	33%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
3	4	4	3	8	14	4	9	5
1%	2%	2%	1%	3%	1%	4%	1%	5%
				H		J*		L
-	2	-	5	1	5	3	4	1
-	1%	-	1%	*	*	3%	*	1%
						J*		
14	14	19	48	21	65	37	44	21
4%	7%	8%	12%	8%	7%	38%	5%	20%
						J*		L
69	27	39	72	38	168	8	158	10
18%	14%	16%	18%	15%	17%	8%	18%	10%
					K	*	MP	
11	1	2	16	15	33	2	25	8
3%	*	1%	4%	6%	3%	2%	3%	8%
			FG	FG		*		L
4	8	4	6	4	19	3	12	8
1%	4%	2%	1%	2%	2%	3%	1%	7%
	H					*		L
7	6	4	3	2	12	4	10	2
2%	3%	2%	1%	1%	1%	4%	1%	2%
	H					J*		
12	7	6	20	4	35	3	34	1
3%	4%	3%	5%	2%	4%	3%	4%	1%
			I			*		
10	5	6	9	6	22	4	19	3
3%	3%	3%	2%	2%	2%	4%	2%	3%
						*		
12	7	15	21	12	48	7	39	9
3%	4%	6%	5%	5%	5%	7%	4%	9%
						*		
45	31	20	30	23	98	6	87	11
12%	16%	8%	7%	9%	10%	7%	10%	11%

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	4	3	2	5	3	2	1
-	-	4%	1%	1%	3%	3%	3%	1%
		L*			Q		*	*
-	-	3	2	1	2	-	-	1
-	-	3%	1%	1%	1%	-	-	1%
		L*					*	*
-	-	37	8	15	15	17	10	12
-	-	38%	2%	7%	10%	15%	14%	17%
		LM*		Q	Q	QR	Q*	QR*
-	-	8	67	31	21	14	7	15
-	-	8%	19%	15%	14%	12%	9%	21%
		*					*	U*
-	-	2	6	4	8	3	7	3
-	-	2%	2%	2%	5%	3%	10%	5%
		*			Q		QRW*	*
-	-	3	5	6	2	3	1	4
-	-	3%	1%	3%	1%	2%	1%	5%
		*					*	Q*
-	-	4	3	4	2	-	1	2
-	-	4%	1%	2%	1%	-	2%	3%
		L*					*	*
-	-	3	7	12	5	4	6	3
-	-	3%	2%	6%	3%	4%	8%	4%
		*		Q			QW*	*
-	-	4	4	3	8	4	1	-
-	-	4%	1%	1%	5%	4%	1%	-
		*			QRV		*	*
-	-	7	13	6	3	7	11	1
-	-	7%	4%	3%	2%	6%	15%	2%
		*					QRSTV*	*
-	-	6	34	16	9	15	10	10
-	-	7%	10%	8%	6%	13%	14%	14%

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
2	-	-	-	-	18	-
2%	-	-	-	-	20%	-
			*		XYZac*	
2	8	-	-	-	-	-
1%	4%	-	-	-	-	-
	YZabc		*		*	
26	-	103	-	-	-	-
21%	-	45%	-	-	-	-
QRS		XZabc	*		*	
22	176	-	-	-	-	-
17%	96%	-	-	-	-	-
	YZabc		*		*	
3	-	-	-	-	35	-
2%	-	-	-	-	38%	-
			*		XYZac*	
2	-	23	-	-	-	-
2%	-	10%	-	-	-	-
		XZabc	*		*	
4	-	-	16	-	-	-
3%	-	-	16%	-	-	-
			XYabc*		*	
2	-	-	-	-	38	-
1%	-	-	-	-	42%	-
			*		XYZac*	
6	-	-	26	-	-	-
5%	-	-	27%	-	-	-
Q			XYabc*		*	
14	-	-	55	-	-	-
11%	-	-	57%	-	-	-
QRSV			XYabc*		*	
10	-	105	-	-	-	-
8%	-	46%	-	-	-	-

		XZabc	*		*	
-	-	-	-	4	-	-
-	-	-	-	4%	-	-
			*	XYc	*	
5	-	-	-	47	-	-
4%	-	-	-	43%	-	-
			*	XYZbc	*	
5	-	-	-	59	-	-
4%	-	-	-	54%	-	-
			*	XYZbc	*	
23	-	-	-	-	-	389
19%	-	-	-	-	-	100%
			*		*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 8

Q1. How would you rate your understanding of the legal requirements for handling confidential information in your ind

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
I have a strong understanding of the requirements	758	392	365	210	303
	69%	71%	67%	77%	69%
				DE	
I have some understanding of the requirements	229	115	114	49	90
	21%	21%	21%	18%	20%
I am aware there are legal requirements in my industry but I am not familiar with them	47	17	29	11	22
	4%	3%	5%	4%	5%
I am not aware of any legal requirements	67	26	40	4	24
	6%	5%	7%	1%	5%
					C
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
103	115	172	81	87	72	230
82%	63%	75%	84%	80%	79%	59%
QRS		Xc	Xc*	Xc	Xc*	
18	43	45	12	17	13	99
14%	23%	20%	12%	15%	15%	25%
	Z		*		*	Zab
2	14	7	1	2	4	19
2%	8%	3%	1%	2%	4%	5%
	YZa		*		*	
2	12	6	3	3	2	41
2%	7%	2%	3%	3%	2%	11%
	Y		*		*	YZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 9

Q2. Does your organization have a known and understood policy for storing and disposing of confidential paper docum

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
No, no policy exists	307	146	161	42	117
	28%	27%	29%	15%	27%
					C
Yes we do have a policy, but not all employees are aware of it	139	74	65	51	58
	13%	13%	12%	19%	13%
				E	E
Yes, and our policy is strictly adhered to by all employees	640	323	317	176	257
	58%	59%	58%	64%	59%
				E	
I don't know	14	8	6	5	7
	1%	1%	1%	2%	2%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Yes	779	397	383	227	315
	71%	72%	70%	83%	72%
				DE	E

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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ents?

	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
148	59	74	101	73	301	6	296	5
38%	30%	30%	25%	29%	30%	6%	33%	5%
CD					K	*	MP	
30	22	38	43	35	119	21	97	22
8%	11%	16%	11%	14%	12%	21%	11%	21%
						J*		L
207	114	127	257	143	569	72	492	77
54%	57%	52%	63%	56%	57%	73%	55%	74%
			G			J*		L
2	3	3	6	2	14	-	14	-
1%	1%	1%	1%	1%	1%	-	2%	-
						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
237	136	165	300	178	687	92	589	99
61%	69%	68%	74%	70%	69%	94%	66%	95%
						J*		L

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	6	169	64	30	17	9	9
-	-	6%	47%	30%	20%	15%	12%	12%
		*	RSTUVW	STUVW	W		*	*
-	-	21	22	19	30	19	15	12
-	-	21%	6%	9%	20%	17%	21%	17%
		L*			QR	Q	QR*	Q*
-	-	72	159	125	90	78	48	47
-	-	73%	44%	59%	60%	69%	65%	69%
		L*		Q	Q	Q	Q*	Q*
-	-	-	9	2	-	-	1	1
-	-	-	2%	1%	-	-	1%	2%
		*					*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	92	182	144	120	97	63	59
-	-	94%	51%	69%	80%	85%	86%	86%
		L*		Q	QR	QR	QR*	QR*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
10	57	45	10	14	17	163
8%	31%	20%	10%	13%	19%	42%
	YZab	Z	*		*	XYZab
21	21	30	19	16	15	38
17%	11%	13%	20%	15%	17%	10%
QR			c*		*	
93	102	154	67	78	58	180
74%	56%	67%	69%	71%	63%	46%
QRS	c	Xc	Xc*	Xc	c*	
1	3	-	1	1	1	8
1%	2%	-	1%	1%	1%	2%
	Y		*		*	Y
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
114	123	184	86	94	73	218
91%	67%	80%	89%	86%	80%	56%
QRS	c	Xc	Xc*	Xc	Xc*	

Table: 10

Q3. Does your organization have a known and understood policy for storing and disposing of confidential information o

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
No, no policy exists	432	203	229	74	157
	39%	37%	42%	27%	36%
					C
Yes we do have a policy, but not all employees are aware of it	139	75	64	47	62
	13%	14%	12%	17%	14%
				E	E
Yes, and our policy is strictly adhered to by all employees	485	257	228	141	202
	44%	47%	41%	51%	46%
				E	E
I don't know	44	16	28	12	19
	4%	3%	5%	5%	4%
			A		
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Yes	624	332	292	188	263
	57%	60%	53%	68%	60%
		B		DE	E

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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on end-of-life electronic devices?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
201	90	100	142	99	422	10	411	11
52%	45%	41%	35%	39%	42%	10%	46%	10%
CD	H				K	*	MP	
31	21	29	56	34	119	21	88	30
8%	10%	12%	14%	14%	12%	21%	10%	29%
						J*		L
142	83	104	188	109	417	68	356	61
37%	42%	43%	46%	43%	42%	69%	40%	58%
						J*		L
13	4	9	21	10	44	-	42	2
3%	2%	4%	5%	4%	4%	-	5%	2%
					K	*	P	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
173	104	133	243	144	536	89	445	91
45%	52%	55%	60%	57%	53%	90%	50%	88%
						J*		L

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	10	215	87	43	31	19	14
-	-	10%	60%	41%	29%	27%	26%	20%
		*	RSTUVW	STUVW	W		*	*
-	-	21	15	24	31	19	5	18
-	-	21%	4%	11%	21%	17%	7%	26%
		L*		Q	QRU	QU	*	QRU*
-	-	68	109	86	73	62	46	36
-	-	69%	30%	41%	48%	54%	63%	53%
		L*		Q	Q	QR	QRS*	Q*
-	-	-	20	13	3	2	3	1
-	-	-	6%	6%	2%	2%	4%	1%
		*		W			*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	89	124	110	103	81	51	54
-	-	90%	34%	52%	69%	71%	69%	79%
		L*		Q	QR	QR	QR*	QR*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
22	75	60	22	29	28	218
18%	41%	26%	23%	26%	31%	56%
	YZa		*		*	XYZab
27	30	37	17	14	13	29
22%	16%	16%	17%	13%	15%	8%
QRU	c	c	c*		c*	
74	70	129	56	66	48	116
59%	38%	56%	58%	60%	52%	30%
QR	c	Xc	Xc*	Xc	Xc*	
2	9	4	2	1	2	26
2%	5%	2%	2%	1%	2%	7%
			*		*	Ya
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
101	100	166	73	79	61	145
81%	54%	72%	75%	73%	67%	37%
QRS	c	Xc	Xc*	Xc	c*	

Table: 11

Q4. [SUMMARY - AWARE] How aware are you and your employees of how to properly dispose of end-of-life hard drives

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
You	888	464	425	241	355
	81%	84%	77%	88%	81%
Your employees		B		DE	
	819	421	398	229	328
	74%	76%	72%	83%	75%
			DE	E	

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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s, USBs, and other electronic devices stored around the office that contain confidential information?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
293	163	178	340	208	792	96	694	99
76%	82%	74%	83%	82%	79%	98%	77%	95%
	G		G	G		J*		L
262	151	162	316	190	730	89	634	96
68%	76%	67%	78%	75%	73%	91%	71%	92%
	G		G			J*		L

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	96	258	163	131	100	61	62
-	-	98%	72%	78%	88%	87%	83%	90%
-	-	L*			QR	QR	Q*	QR*
-	-	89	234	147	121	98	58	56
-	-	91%	65%	70%	81%	86%	79%	80%
		L*			QR	QR	Q*	Q*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
114	147	207	84	93	75	282
91%	80%	90%	87%	85%	82%	73%
QR		Xc	c*	c	*	
105	133	194	81	93	71	247
84%	72%	85%	84%	85%	78%	64%
QR	c	Xc	Xc*	Xc	c*	

Table: 12

Q4. [SUMMARY - NOT AWARE] How aware are you and your employees of how to properly dispose of end-of-life hard c

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
You	212	87	124	34	83
	19%	16%	23%	12%	19%
			A		C
Your employees	281	130	151	46	110
	26%	24%	28%	17%	25%
					C

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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drives, USBs, and other electronic devices stored around the office that contain confidential information?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
94	35	64	67	45	210	2	204	5
24%	18%	26%	17%	18%	21%	2%	23%	5%
C		FHI			K	*	MP	
125	47	80	91	63	272	9	264	8
32%	24%	33%	22%	25%	27%	9%	29%	8%
CD		FH			K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	2	102	47	19	14	12	7
-	-	2%	28%	22%	12%	13%	17%	10%
		*	STUVW	STVW			*	*
-	-	9	125	63	29	16	15	13
-	-	9%	35%	30%	19%	14%	21%	20%
		*	STUVW	STW			*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
11	37	23	13	16	16	107
9%	20%	10%	13%	15%	18%	27%
	Y		*		*	YZa
19	51	35	16	17	20	142
16%	28%	15%	16%	15%	22%	36%
	YZa		*		*	XYZab

Table: 13
 Q4_1. [You] How aware are you and your employees of how to properly dispose of end-of-life hard drives, USBs, and ot

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Very aware	623	330	293	183	257
	57%	60%	53%	67%	59%
		B		DE	E
Somewhat aware	265	134	132	58	98
	24%	24%	24%	21%	22%
Not very aware	135	56	78	22	54
	12%	10%	14%	8%	12%
			A		
Not at all aware	77	31	46	12	29
	7%	6%	8%	4%	7%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Aware	888	464	425	241	355
	81%	84%	77%	88%	81%
		B		DE	
Now Aware	212	87	124	34	83
	19%	16%	23%	12%	19%
			A		C

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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Whether electronic devices stored around the office that contain confidential information?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
183	116	128	240	139	537	86	458	79
47%	59%	53%	59%	55%	54%	88%	51%	76%
						J*		L
110	47	50	100	68	256	10	236	20
28%	24%	21%	25%	27%	26%	10%	26%	19%
C					K	*	P	
58	22	48	37	28	133	2	129	4
15%	11%	20%	9%	11%	13%	2%	14%	4%
C		FHI			K	*	MP	
36	13	16	31	18	77	-	76	1
9%	6%	7%	8%	7%	8%	-	8%	1%
C					K	*	MP	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
293	163	178	340	208	792	96	694	99
76%	82%	74%	83%	82%	79%	98%	77%	95%
	G		G	G		J*		L
94	35	64	67	45	210	2	204	5
24%	18%	26%	17%	18%	21%	2%	23%	5%
C		FHI			K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	86	163	109	88	73	46	49
-	-	88%	45%	52%	59%	64%	64%	72%
		LM*			Q	QR	Q*	QR*
-	-	10	94	55	43	27	14	13
-	-	10%	26%	26%	29%	24%	19%	18%
		*	W	W	W		*	*
-	-	2	58	33	11	11	10	4
-	-	2%	16%	16%	7%	9%	13%	6%
		*	SVW	SVW			*	*
-	-	-	43	14	8	4	3	3
-	-	-	12%	7%	5%	3%	4%	4%
		*	RSTUW	W			*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	96	258	163	131	100	61	62
-	-	98%	72%	78%	88%	87%	83%	90%
		L*			QR	QR	Q*	QR*
-	-	2	102	47	19	14	12	7
-	-	2%	28%	22%	12%	13%	17%	10%
		*	STUVW	STVW			*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
94	103	160	59	72	52	177
76%	56%	70%	61%	65%	56%	46%
QRST	c	Xbc	c*	c	*	
19	44	47	25	22	24	105
16%	24%	20%	25%	20%	26%	27%
			*		*	
8	29	14	9	13	14	56
7%	16%	6%	9%	12%	15%	14%
	Y		*		Y*	Y
2	8	9	4	3	2	51
2%	4%	4%	4%	3%	2%	13%
			*		*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
114	147	207	84	93	75	282
91%	80%	90%	87%	85%	82%	73%
QR		Xc	c*	c	*	
11	37	23	13	16	16	107
9%	20%	10%	13%	15%	18%	27%
	Y		*		*	YZa

Table: 14

Q4_2. [Your employees] How aware are you and your employees of how to properly dispose of end-of-life hard drives, |

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Very aware	500	252	248	146	201
	45%	46%	45%	53%	46%
Somewhat aware	319	170	150	82	127
	29%	31%	27%	30%	29%
Not very aware	162	79	83	30	65
	15%	14%	15%	11%	15%
Not at all aware	119	50	68	16	45
	11%	9%	12%	6%	10%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Aware	819	421	398	229	328
	74%	76%	72%	83%	75%
Now Aware	281	130	151	46	110
	26%	24%	28%	17%	25%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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USBs, and other electronic devices stored around the office that contain confidential information?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
152	94	106	194	106	440	60	376	64
39%	48%	44%	48%	42%	44%	61%	42%	62%
						J*		L
110	57	57	121	84	289	30	258	31
28%	29%	23%	30%	33%	29%	30%	29%	30%
				G		*		
67	29	48	48	38	154	9	146	8
17%	14%	20%	12%	15%	15%	9%	16%	8%
C		H				*	M	
58	18	32	43	25	119	-	119	-
15%	9%	13%	11%	10%	12%	-	13%	-
CD					K	*	MP	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
262	151	162	316	190	730	89	634	96
68%	76%	67%	78%	75%	73%	91%	71%	92%
	G		G			J*		L
125	47	80	91	63	272	9	264	8
32%	24%	33%	22%	25%	27%	9%	29%	8%
CD		FH			K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	60	149	87	71	57	39	32
-	-	61%	41%	42%	48%	50%	54%	47%
		L*					*	*
-	-	30	86	60	49	41	18	23
-	-	30%	24%	29%	33%	36%	25%	34%
		*			Q	Q	*	*
-	-	9	62	38	13	9	12	12
-	-	9%	17%	18%	9%	8%	16%	17%
		*	ST	ST			*	*
-	-	-	63	25	16	7	4	2
-	-	-	18%	12%	10%	6%	5%	3%
		*	STUVW	VW	W		*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	89	234	147	121	98	58	56
-	-	91%	65%	70%	81%	86%	79%	80%
		L*			QR	QR	Q*	Q*
-	-	9	125	63	29	16	15	13
-	-	9%	35%	30%	19%	14%	21%	20%
		*	STUVW	STW			*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
64	80	133	42	63	46	137
51%	43%	58%	44%	58%	50%	35%
		XZc	*	XZc	c*	
41	53	62	39	30	26	110
33%	29%	27%	40%	27%	28%	28%
Q			Yc*		*	
17	34	27	11	10	16	64
14%	19%	12%	11%	9%	18%	16%
	a		*		*	
2	17	8	5	7	4	78
2%	9%	3%	5%	6%	4%	20%
	Y		*		*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
105	133	194	81	93	71	247
84%	72%	85%	84%	85%	78%	64%
QR	c	Xc	Xc*	Xc	c*	
19	51	35	16	17	20	142
16%	28%	15%	16%	15%	22%	36%
	YZa		*		*	XYZab

Table: 15

Q5. Does your organization have a known and understood policy for storing and disposing of confidential information v

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
No, no policy exists	375	178	197	55	138
	34%	32%	36%	20%	31%
					C
Yes we do have a policy, but not all employees are aware of it	144	79	65	49	62
	13%	14%	12%	18%	14%
				E	E
Yes, and our policy is strictly adhered to by all employees	556	286	269	166	226
	51%	52%	49%	60%	52%
				DE	E
I don't know	26	8	17	5	12
	2%	1%	3%	2%	3%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Yes	700	365	335	215	288
	64%	66%	61%	78%	66%
				DE	E

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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when employees work off-site/away from the office?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
182	71	88	127	88	368	7	365	3
47%	36%	37%	31%	35%	37%	7%	41%	3%
CD					K	*	MP	
33	22	34	52	35	124	20	94	30
8%	11%	14%	13%	14%	12%	20%	10%	29%
						J*		L
164	102	112	221	120	486	69	415	71
42%	52%	46%	54%	48%	49%	71%	46%	68%
			G			J*		L
9	3	7	7	9	24	2	24	-
2%	1%	3%	2%	3%	2%	2%	3%	-
						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
197	125	146	273	156	610	89	509	101
51%	63%	60%	67%	62%	61%	91%	57%	97%
						J*		L

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	7	188	76	36	29	14	11
-	-	7%	52%	36%	24%	26%	20%	15%
-	-	*	RSTUVW	SUVW			*	*
-	-	20	24	26	31	17	10	15
-	-	20%	7%	12%	21%	15%	14%	22%
-	-	L*		Q	QR	Q	Q*	QR*
-	-	69	132	103	82	66	47	42
-	-	71%	37%	49%	55%	58%	65%	61%
-	-	L*		Q	Q	Q	QR*	Q*
-	-	2	15	5	-	2	1	1
-	-	2%	4%	2%	-	2%	1%	1%
-	-	*	S				*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	89	156	129	113	83	58	58
-	-	91%	43%	61%	76%	73%	79%	83%
-	-	L*		Q	QR	QR	QR*	QR*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
20	71	60	17	20	20	186
16%	39%	26%	17%	18%	22%	48%
	YZab		*		*	XYZab
21	25	32	22	20	16	29
17%	13%	14%	23%	18%	18%	7%
Q	c	c	XYc*	c	c*	
83	84	136	56	68	53	159
66%	46%	59%	58%	62%	58%	41%
QR		Xc	c*	Xc	c*	
1	3	2	2	2	2	15
1%	2%	1%	2%	2%	2%	4%
			*		*	Y
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
103	109	168	79	87	69	188
83%	59%	73%	81%	80%	76%	48%
QR	c	Xc	Xc*	Xc	Xc*	

Table: 16

Q6. Does your organization train employees on how to identify common cyber-attack tactics such as phishing, ransomware

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Yes - regularly/ongoing	603	322	281	182	256
	55%	58%	51%	66%	58%
Yes - but just once	167	70	96	50	60
	15%	13%	18%	18%	14%
No - not at all	331	159	172	43	123
	30%	29%	31%	16%	28%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Yes	769	392	377	231	315
	70%	71%	69%	84%	72%
				DE	E

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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ware or other malware (malicious software)?

	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
165	111	119	246	126	516	86	430	87
43%	56%	49%	61%	50%	52%	88%	48%	84%
			GI			J*		L
57	22	44	54	48	157	10	144	13
15%	11%	18%	13%	19%	16%	10%	16%	13%
		F		F		*		
164	65	79	107	80	329	2	325	4
42%	33%	33%	26%	31%	33%	2%	36%	4%
CD					K	*	MP	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
223	133	163	300	173	673	96	573	100
58%	67%	67%	74%	69%	67%	98%	64%	96%
						J*		L

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	86	139	107	83	70	47	54
-	-	88%	39%	51%	56%	61%	64%	78%
		L*		Q	Q	Q	Q*	QRST*
-	-	10	50	36	32	19	13	6
-	-	10%	14%	17%	21%	16%	18%	9%
		*		W	QVW		*	*
-	-	2	170	67	35	26	13	9
-	-	2%	47%	32%	23%	23%	18%	13%
		*	RSTUVW	UVW	W	W	W*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	96	189	143	115	88	60	60
-	-	98%	53%	68%	77%	77%	82%	87%
		L*		Q	Q	Q	QR*	QR*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
103	109	159	66	64	53	151
82%	59%	69%	68%	59%	58%	39%
QRSTU	c	Xc	c*	c	c*	
11	24	31	16	25	16	54
9%	13%	14%	17%	23%	18%	14%
			*	XYc	*	
11	50	40	15	20	22	183
9%	27%	17%	15%	18%	25%	47%
	YZ		*		*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
114	133	190	82	89	69	205
91%	73%	83%	85%	82%	75%	53%
QRSTU	c	Xc	Xc*	c	c*	

Table: 17

Q7. What percentage of your employees work off-site/away from the office on a regular basis?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
76% to 100%	198	107	91	43	70
	18%	19%	17%	16%	16%
51% to 75%	100	59	41	38	35
	9%	11%	8%	14%	8%
				DE	
26% to 50%	171	94	77	64	77
	16%	17%	14%	23%	17%
				E	E
1% to 25%	219	101	118	68	99
	20%	18%	21%	25%	23%
				E	E
None	412	191	221	61	158
	37%	35%	40%	22%	36%
					C
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
21	12	48	15	15	11	97
17%	6%	21%	15%	14%	12%	25%
		X	X*	X	*	XZab
23	10	35	9	15	11	20
18%	6%	15%	9%	14%	12%	5%
QRT		Xc	*	Xc	c*	
26	27	49	21	15	26	34
21%	15%	21%	22%	13%	28%	9%
Q	c	c	c*		Xac*	
42	43	47	22	27	20	61
34%	23%	20%	22%	25%	22%	16%
QRST	c		*	c	*	
13	92	51	31	37	24	177
10%	50%	22%	31%	34%	26%	45%
	YZab		*	Y	*	YZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 18

Q8. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
The risk of a data breach is higher when my employees work off-site than it is when they work at the office	773	395	378	204	320
	70%	72%	69%	74%	73%
				E	E
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information when they work off-site	1027	511	516	256	412
	93%	93%	94%	93%	94%
I believe the option to work remotely is going to become increasingly important to my employees in the next 5 years	880	443	437	236	374
	80%	80%	80%	86%	85%
				E	E
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information while off-site	1022	507	515	251	412
	93%	92%	94%	91%	94%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
249	138	172	302	161	687	86	600	86
64%	70%	71%	74%	64%	69%	88%	67%	83%
			I			J*		L
359	182	226	385	234	935	92	838	98
93%	92%	93%	95%	93%	93%	93%	93%	94%
						*		
269	159	187	336	199	788	92	690	98
70%	80%	77%	83%	79%	79%	94%	77%	94%
						J*		L
360	178	224	380	240	933	89	835	99
93%	90%	93%	93%	95%	93%	90%	93%	95%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	86	221	145	111	86	58	54
-	-	88%	61%	69%	74%	75%	79%	79%
-	-	L*			Q	Q	Q*	Q*
-	-	92	327	198	144	110	68	63
-	-	93%	91%	94%	96%	96%	93%	92%
-	-	*					*	*
-	-	92	265	169	127	90	57	61
-	-	94%	74%	80%	85%	79%	78%	89%
-	-	L*			Q		*	Q*
-	-	89	327	197	147	108	67	61
-	-	90%	91%	94%	98%	95%	92%	89%
-	-	*			QUVW		*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
98	131	173	74	87	70	238
79%	71%	75%	77%	79%	77%	61%
Q	c	c	c*	c	c*	
117	173	219	92	101	81	361
94%	94%	95%	95%	93%	89%	93%
		b	*		*	
110	139	200	82	87	78	294
89%	76%	87%	84%	80%	86%	76%
QRTU		Xc	*		c*	
115	170	218	88	105	80	361
92%	92%	95%	91%	97%	87%	93%
		b	*	b	*	

Table: 19

Q8. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
The risk of a data breach is higher when my employees work off-site than it is when they work at the office	327	156	171	70	119
	30%	28%	31%	26%	27%
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information when they work off-site	73	40	33	18	27
	7%	7%	6%	7%	6%
I believe the option to work remotely is going to become increasingly important to my employees in the next 5 years	220	108	112	38	64
	20%	20%	20%	14%	15%
I trust that my employees are doing everything they can to safeguard sensitive physical and digital information while off-site	78	44	34	24	27
	7%	8%	6%	9%	6%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
 Minimum Base: 30 (**), Small Base: 100 (*)

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	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
138	60	70	105	92	315	12	298	17
36%	30%	29%	26%	36%	31%	12%	33%	17%
CD				H	K	*	MP	
28	16	16	22	19	66	7	60	6
7%	8%	7%	5%	7%	7%	7%	7%	6%
						*		
118	39	55	71	54	214	6	208	6
30%	20%	23%	17%	21%	21%	6%	23%	6%
CD					K	*	MP	
28	20	18	27	13	69	9	63	5
7%	10%	7%	7%	5%	7%	10%	7%	5%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	12	139	65	39	29	15	15
-	-	12%	39%	31%	26%	25%	21%	21%
		*	STUVW				*	*
-	-	7	32	12	6	4	5	6
-	-	7%	9%	6%	4%	4%	7%	8%
		*					*	*
-	-	6	94	41	23	24	16	8
-	-	6%	26%	20%	15%	21%	22%	11%
		*	SVW	W		W	W*	*
-	-	9	32	13	3	6	6	8
-	-	10%	9%	6%	2%	5%	8%	11%
		*	S				S*	S*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
26	52	57	23	22	21	151
21%	29%	25%	23%	21%	23%	39%
			*		*	XYZab
8	11	11	5	8	10	28
6%	6%	5%	5%	7%	11%	7%
			*		Y*	
14	45	30	15	22	13	95
11%	24%	13%	16%	20%	14%	24%
	Y		*		*	Yb
10	14	12	9	4	12	28
8%	8%	5%	9%	3%	13%	7%
S			*		Ya*	

Table: 20

Q8_1. [The risk of a data breach is higher when my employees work off-site than it is when they work at the office] To v

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	340	176	164	102	154
	31%	32%	30%	37%	35%
Somewhat agree	433	220	214	102	166
	39%	40%	39%	37%	38%
Somewhat disagree	185	95	90	40	69
	17%	17%	16%	14%	16%
Strongly disagree	142	60	81	30	50
	13%	11%	15%	11%	11%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	773	395	378	204	320
	70%	72%	69%	74%	73%
Disagree	327	156	171	70	119
	30%	28%	31%	26%	27%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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what extent do you agree or disagree with the following:

	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
84	65	71	136	67	284	55	236	48
22%	33%	30%	33%	27%	28%	57%	26%	47%
						J*		L
165	73	100	166	94	402	31	364	38
43%	37%	41%	41%	37%	40%	31%	41%	37%
						*		
77	34	41	59	52	176	9	164	12
20%	17%	17%	14%	21%	18%	9%	18%	12%
				H	K	*	P	
61	26	30	46	40	139	3	133	5
16%	13%	12%	11%	16%	14%	3%	15%	5%
					K	*	MP	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
249	138	172	302	161	687	86	600	86
64%	70%	71%	74%	64%	69%	88%	67%	83%
			I			J*		L
138	60	70	105	92	315	12	298	17
36%	30%	29%	26%	36%	31%	12%	33%	17%
CD				H	K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	55	91	59	48	32	30	27
-	-	57%	25%	28%	32%	28%	41%	39%
		L*					QR*	Q*
-	-	31	130	87	62	54	28	27
-	-	31%	36%	41%	42%	47%	38%	39%
		*				Q	*	*
-	-	9	63	38	25	21	11	9
-	-	9%	17%	18%	17%	18%	15%	13%
		*					*	*
-	-	3	76	26	14	8	4	6
-	-	3%	21%	13%	9%	7%	6%	9%
		*	RSTUVW	W			*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	86	221	145	111	86	58	54
-	-	88%	61%	69%	74%	75%	79%	79%
		L*			Q	Q	Q*	Q*
-	-	12	139	65	39	29	15	15
-	-	12%	39%	31%	26%	25%	21%	21%
		*	STUVW				*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
53	58	81	35	43	25	98
43%	32%	35%	36%	39%	27%	25%
QRT		c	c*	c	*	
45	73	91	40	44	45	140
36%	40%	40%	41%	40%	49%	36%
			*		c*	
19	27	40	16	14	18	69
15%	15%	18%	17%	13%	20%	18%
			*		*	
7	25	17	6	8	3	82
6%	14%	7%	6%	7%	3%	21%
	Yb		*		*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
98	131	173	74	87	70	238
79%	71%	75%	77%	79%	77%	61%
Q	c	c	c*	c	c*	
26	52	57	23	22	21	151
21%	29%	25%	23%	21%	23%	39%
			*		*	XYZab

Table: 21

Q8_2. [I trust that my employees are doing everything they can to safeguard sensitive physical and digital information v

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	642	301	341	166	264
	58%	55%	62%	61%	60%
Somewhat agree	385	210	175	90	147
	35%	38%	32%	33%	34%
Somewhat disagree	46	26	20	10	21
	4%	5%	4%	4%	5%
Strongly disagree	27	14	13	8	6
	2%	3%	2%	3%	1%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	1027	511	516	256	412
	93%	93%	94%	93%	94%
Disagree	73	40	33	18	27
	7%	7%	6%	7%	6%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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when they work off-site] To what extent do you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
211	118	141	243	139	578	64	514	64
55%	60%	58%	60%	55%	58%	65%	57%	62%
						*		
148	64	85	141	95	357	28	324	33
38%	32%	35%	35%	38%	36%	28%	36%	32%
						*		
15	10	11	13	13	42	5	37	4
4%	5%	4%	3%	5%	4%	5%	4%	4%
						*		
13	6	5	10	6	25	2	23	2
3%	3%	2%	2%	2%	2%	2%	3%	2%
						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
359	182	226	385	234	935	92	838	98
93%	92%	93%	95%	93%	93%	93%	93%	94%
						*		
28	16	16	22	19	66	7	60	6
7%	8%	7%	5%	7%	7%	7%	7%	6%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	64	216	128	82	59	40	38
-	-	65%	60%	61%	55%	52%	55%	55%
-	-	*					*	*
-	-	28	111	70	62	51	28	25
-	-	28%	31%	33%	41%	45%	39%	36%
-	-	*			Q	QRW	*	*
-	-	5	15	9	3	3	4	6
-	-	5%	4%	4%	2%	3%	5%	8%
-	-	*					*	S*
-	-	2	17	3	3	1	1	-
-	-	2%	5%	1%	2%	1%	1%	-
-	-	*	R				*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	92	327	198	144	110	68	63
-	-	93%	91%	94%	96%	96%	93%	92%
-	-	*					*	*
-	-	7	32	12	6	4	5	6
-	-	7%	9%	6%	4%	4%	7%	8%
-	-	*					*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
78	115	139	59	56	44	227
63%	63%	61%	61%	51%	48%	58%
	b	b	*		*	
39	57	80	33	45	37	133
31%	31%	35%	34%	41%	41%	34%
			*		*	
6	6	9	1	5	8	17
5%	3%	4%	1%	5%	9%	4%
			*		Z*	
2	5	2	4	3	2	11
2%	3%	1%	4%	3%	2%	3%
			Y*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
117	173	219	92	101	81	361
94%	94%	95%	95%	93%	89%	93%
		b	*		*	
8	11	11	5	8	10	28
6%	6%	5%	5%	7%	11%	7%
			*		Y*	

Table: 22

Q8_3. [I believe the option to work remotely is going to become increasingly important to my employees in the next 5 y

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	508	231	277	126	230
	46%	42%	51%	46%	52%
Somewhat agree	372	212	159	110	144
	34%	38%	29%	40%	33%
		B		E	
Somewhat disagree	112	55	57	25	35
	10%	10%	10%	9%	8%
Strongly disagree	109	53	55	13	29
	10%	10%	10%	5%	7%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	880	443	437	236	374
	80%	80%	80%	86%	85%
Disagree	220	108	112	38	64
	20%	20%	20%	14%	15%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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/years] To what extent do you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
152	92	102	194	119	453	55	395	58
39%	47%	42%	48%	47%	45%	56%	44%	56%
						J*		L
117	66	84	141	80	335	37	295	39
30%	33%	35%	35%	31%	33%	37%	33%	38%
						*		
51	18	28	39	27	106	6	101	4
13%	9%	11%	10%	10%	11%	6%	11%	4%
D						*	M	
66	22	28	32	28	109	-	107	2
17%	11%	11%	8%	11%	11%	-	12%	2%
CD					K	*	MP	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
269	159	187	336	199	788	92	690	98
70%	80%	77%	83%	79%	79%	94%	77%	94%
						J*		L
118	39	55	71	54	214	6	208	6
30%	20%	23%	17%	21%	21%	6%	23%	6%
CD					K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	55	153	96	71	53	36	38
-	-	56%	43%	46%	47%	46%	49%	54%
		L*					*	*
-	-	37	112	72	56	37	21	24
-	-	37%	31%	34%	38%	32%	29%	35%
		*					*	*
-	-	6	36	25	14	17	9	3
-	-	6%	10%	12%	9%	15%	12%	4%
		*				VW	*	*
-	-	-	58	16	9	7	7	5
-	-	-	16%	8%	6%	6%	10%	7%
		*	RSTVW				*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	92	265	169	127	90	57	61
-	-	94%	74%	80%	85%	79%	78%	89%
		L*			Q		*	Q*
-	-	6	94	41	23	24	16	8
-	-	6%	26%	20%	15%	21%	22%	11%
		*	SVW	W		W	W*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
62	75	125	42	51	45	172
49%	41%	54%	43%	46%	49%	44%
		Xc	*		*	
49	64	75	39	37	34	122
39%	35%	33%	41%	33%	37%	31%
			*		*	
8	22	19	10	11	9	41
6%	12%	8%	10%	10%	10%	11%
			*		*	
6	23	11	6	11	4	53
5%	13%	5%	6%	10%	5%	14%
	Yb		*		*	YZb
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
110	139	200	82	87	78	294
89%	76%	87%	84%	80%	86%	76%
QRTU		Xc	*		c*	
14	45	30	15	22	13	95
11%	24%	13%	16%	20%	14%	24%
	Y		*		*	Yb

Table: 23

Q8_4. [I trust that my employees are doing everything they can to safeguard sensitive physical and digital information v

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	627	288	339	162	260
	57%	52%	62%	59%	59%
Somewhat agree	395	219	176	89	152
	36%	40%	32%	32%	35%
Somewhat disagree	52	31	22	18	22
	5%	6%	4%	7%	5%
Strongly disagree	26	13	13	6	5
	2%	2%	2%	2%	1%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	1022	507	515	251	412
	93%	92%	94%	91%	94%
Disagree	78	44	34	24	27
	7%	8%	6%	9%	6%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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while off-site] To what extent do you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
205	111	138	235	144	563	64	502	61
53%	56%	57%	58%	57%	56%	65%	56%	59%
						*		
154	67	86	145	96	370	24	333	38
40%	34%	36%	36%	38%	37%	25%	37%	36%
C					K	*	P	
13	13	12	18	10	45	8	41	4
3%	6%	5%	4%	4%	4%	8%	5%	4%
						*		
15	7	6	9	3	24	2	23	1
4%	4%	3%	2%	1%	2%	2%	3%	1%
D						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
360	178	224	380	240	933	89	835	99
93%	90%	93%	93%	95%	93%	90%	93%	95%
						*		
28	20	18	27	13	69	9	63	5
7%	10%	7%	7%	5%	7%	10%	7%	5%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	64	210	124	81	55	41	39
-	-	65%	59%	59%	54%	48%	56%	57%
-	-	*					*	*
-	-	24	117	73	65	53	26	22
-	-	25%	32%	35%	44%	46%	36%	32%
-	-	*			QW	QRW	*	*
-	-	8	19	10	1	4	4	7
-	-	8%	5%	5%	1%	4%	5%	10%
-	-	*	S	S			S*	S*
-	-	2	14	3	2	2	2	1
-	-	2%	4%	1%	1%	2%	3%	1%
-	-	*					*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	89	327	197	147	108	67	61
-	-	90%	91%	94%	98%	95%	92%	89%
-	-	*			QUVW		*	*
-	-	9	32	13	3	6	6	8
-	-	10%	9%	6%	2%	5%	8%	11%
-	-	*	S				S*	S*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
76	114	133	62	56	40	221
61%	62%	58%	64%	51%	44%	57%
	b	b	b*		*	b
39	55	85	25	49	40	140
31%	30%	37%	26%	45%	44%	36%
			*	XZ	XZ*	
8	9	8	5	3	10	18
6%	5%	3%	5%	3%	11%	5%
S			*		Yac*	
2	5	4	4	1	2	10
1%	3%	2%	4%	1%	2%	3%
			*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
115	170	218	88	105	80	361
92%	92%	95%	91%	97%	87%	93%
		b	*	b	*	
10	14	12	9	4	12	28
8%	8%	5%	9%	3%	13%	7%
S			*		Ya*	

Table: 24

Q9. How do you dispose of confidential paper documents you no longer need?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
We have an in-office shredding machine but no locked console to secure all documents prior to shredding	327	164	163	61	126
	30%	30%	30%	22%	29%
We have a locked console in the office and all confidential documents are shredded via an in-house shredding machine	296	157	139	77	119
	27%	29%	25%	28%	27%
We have a locked console in the office and all confidential documents are shredded by a professional shredding service	183	93	90	61	81
	17%	17%	16%	22%	19%
				E	E
We do not shred documents or store them in a secure locked console, but we throw out confidential documents into the waste bin	54	30	24	19	23
	5%	5%	4%	7%	5%
				E	
We do not shred any documents nor store them in secure locked consoles, but we recycle confidential documents	51	29	22	15	14
	5%	5%	4%	6%	3%
Our offices are paperless, we do not have any confidential paper documents	189	77	112	42	76
	17%	14%	20%	15%	17%
			A		
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
31	49	67	30	31	25	124
25%	27%	29%	31%	28%	28%	32%
			*		*	
46	48	68	29	43	28	80
37%	26%	29%	30%	39%	31%	21%
QR		c	*	Xc	c*	
38	31	54	19	18	21	40
31%	17%	23%	20%	17%	23%	10%
QRSU	c	c	c*		c*	
5	10	10	8	5	7	14
4%	5%	4%	8%	5%	8%	4%
			*		*	
1	9	9	3	5	4	21
1%	5%	4%	3%	5%	4%	5%
			*		*	
3	38	22	8	7	6	109
2%	21%	10%	8%	6%	6%	28%
	YZab		*		*	YZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 25

Q10. How regularly do you train your staff on your organization's information-security procedures or policies?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Twice a year or more frequently	367	184	183	116	170
	33%	33%	33%	42%	39%
Once a year	206	108	97	58	88
	19%	20%	18%	21%	20%
Once during their employment at my organization	96	45	51	40	32
	9%	8%	9%	15%	7%
On an ad-hoc/as-needed basis	189	93	96	31	58
	17%	17%	17%	11%	13%
Never	59	29	30	8	25
	5%	5%	5%	3%	6%
No policies in place	184	91	93	21	64
	17%	17%	17%	8%	15%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
63	63	97	43	46	33	85
51%	34%	42%	45%	42%	36%	22%
QRS	c	c	c*	c	c*	
33	27	49	23	26	24	56
27%	15%	21%	24%	24%	27%	14%
Q		c	c*	Xc	Xc*	
8	16	21	11	12	9	28
6%	8%	9%	11%	11%	10%	7%
			*		*	
17	39	31	13	15	12	78
13%	21%	14%	14%	14%	13%	20%
			*		*	Y
1	8	11	-	3	5	32
1%	4%	5%	-	3%	5%	8%
	Z	Z	*		Z*	Za
3	31	21	7	7	8	110
2%	17%	9%	7%	6%	9%	28%
	YZa		*		*	XYZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 26

Q11. Has your organization ever suffered a data breach?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Yes	125	73	52	61	55
	11%	13%	9%	22%	13%
				DE	E
No	946	465	482	206	366
	86%	84%	88%	75%	83%
					C
I don't know	29	13	16	7	17
	3%	2%	3%	2%	4%
					E
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
30	15	46	20	13	12	19
24%	8%	20%	20%	12%	13%	5%
QRS		Xc	Xc*	c	c*	
89	162	178	73	93	77	362
71%	88%	77%	76%	85%	85%	93%
	YZ		*		*	XYZab
6	7	6	4	3	2	8
5%	4%	2%	4%	3%	2%	2%
			*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 27

Q12. If your organization suffered a data breach, what was the cause?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: Suffered Data Breach	126	74	52	62	56
Base: Suffered Data Breach (wtd)	125	73	52	61	55
Human error or accidental loss by employee/insider	45	27	18	24	21
	36%	37%	35%	38%	38%
		*	*	*	*
Human error or accidental loss by external vendor/source	45	28	17	26	18
	36%	39%	33%	42%	33%
		*	*	*	*
Deliberate theft or sabotage by external vendor/source	44	25	19	18	22
	35%	35%	36%	29%	39%
		*	*	*	*
Deliberate theft or sabotage by employee/insider	32	15	18	16	15
	26%	20%	34%	26%	28%
		*	*	*	*
Other	4	2	2	3	1
	3%	3%	4%	5%	2%
		*	*	*	*
Sigma	171	97	74	86	77
	137%	134%	142%	140%	140%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
31	15	47	20	14	12	18
30	15	46	20	13	12	19
11	6	18	6	7	5	4
35%	40%	38%	31%	50%	41%	23%
	**		**	**	**	**
11	7	16	10	7	3	3
38%	46%	34%	50%	50%	26%	17%
	**		**	**	**	**
13	3	16	7	7	5	7
45%	19%	35%	34%	49%	41%	38%
	**		**	**	**	**
9	1	16	4	4	4	4
29%	7%	34%	20%	28%	31%	22%
	**		**	**	**	**
-	2	1	-	-	-	1
-	14%	2%	-	-	-	6%
	**		**	**	**	**
44	19	66	27	24	17	20
147%	125%	143%	135%	176%	140%	106%

Table: 28

Q13. If you have ever suffered a data breach, what was the impact on your organization?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: Suffered Data Breach	126	74	52	62	56
Base: Suffered Data Breach (wtd)	125	73	52	61	55
Short-term financial impact	47	31	16	22	20
	38%	43%	31%	36%	36%
		*	*	*	*
Harm to your credibility and reputation as an organization	40	24	16	20	18
	32%	33%	31%	33%	32%
		*	*	*	*
Severe long-term financial impact	32	21	11	21	11
	26%	29%	21%	34%	21%
		*	*	*	*
Legal consequences for your organization	31	21	10	18	13
	25%	29%	19%	29%	24%
		*	*	*	*
Termination of employment for responsible individuals	26	15	12	12	14
	21%	20%	23%	19%	25%
		*	*	*	*
I don't know	6	3	3	1	4
	5%	4%	6%	2%	7%
		*	*	*	*
Sigma	183	115	68	94	80
	146%	158%	131%	153%	144%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
31	15	47	20	14	12	18
30	15	46	20	13	12	19
12	9	16	4	4	7	7
40%	60%	35%	20%	29%	59%	39%
	**		**	**	**	**
14	4	15	6	8	2	5
47%	26%	33%	29%	58%	15%	29%
	**		**	**	**	**
6	3	15	10	2	3	-
19%	20%	32%	51%	14%	24%	-
	**		**	**	**	**
10	4	18	4	3	1	2
35%	26%	38%	20%	21%	8%	10%
	**		**	**	**	**
4	2	13	3	4	3	2
13%	12%	28%	14%	29%	24%	11%
	**		**	**	**	**
1	1	1	-	1	-	3
3%	7%	2%	-	7%	-	16%
	**		**	**	**	**
47	22	78	26	21	16	19
156%	151%	168%	134%	156%	131%	105%

Table: 29

Q14. How likely do you think it is that your organization will experience a data breach in the next 5 years?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Very likely	102	54	48	50	45
	9%	10%	9%	18%	10%
Somewhat likely	237	131	106	62	107
	22%	24%	19%	23%	24%
					E
Not very likely	462	225	237	95	177
	42%	41%	43%	35%	40%
Not at all likely	298	141	157	68	109
	27%	26%	29%	25%	25%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Likely	339	185	155	111	152
	31%	34%	28%	41%	35%
Not Likely	761	366	395	163	286
	69%	66%	72%	59%	65%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
7	22	21	40	19	68	34	43	25
2%	11%	9%	10%	7%	7%	35%	5%	24%
						J*		L
68	49	43	92	53	211	26	177	35
18%	25%	18%	23%	21%	21%	26%	20%	34%
						*		L
190	85	114	164	99	441	21	410	31
49%	43%	47%	40%	39%	44%	22%	46%	30%
CD					K	*	MP	
122	42	64	111	82	282	16	269	14
31%	21%	26%	27%	32%	28%	17%	30%	13%
D				F	K	*	MP	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
76	71	64	133	72	279	60	219	59
20%	36%	26%	33%	28%	28%	62%	24%	57%
	G					J*		L
312	127	178	274	181	723	38	679	44
80%	64%	74%	67%	72%	72%	38%	76%	43%
CD		F			K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	34	12	16	18	13	10	7
-	-	35%	3%	8%	12%	11%	13%	10%
-	-	L*		Q	Q	Q	Q*	Q*
-	-	26	47	43	41	24	23	28
-	-	26%	13%	20%	27%	21%	32%	40%
-	-	*		Q	Q	Q	Q*	QRTW*
-	-	21	141	91	67	66	24	26
-	-	22%	39%	43%	45%	58%	33%	38%
-	-	*				QRSUVW	*	*
-	-	16	159	61	23	11	16	8
-	-	17%	44%	29%	16%	10%	22%	11%
-	-	*	RSTUVW	STVW			T*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	60	59	59	59	36	33	35
-	-	62%	16%	28%	40%	32%	45%	50%
-	-	L*		Q	QR	Q	QR*	QRT*
-	-	38	300	151	91	78	40	34
-	-	38%	84%	72%	60%	68%	55%	50%
-	-	*	RSTUVW	SUVW		VW	*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
26	16	31	16	14	15	10
21%	9%	14%	17%	13%	17%	3%
QRSTV	c	c	c*	c	c*	
32	40	53	25	30	31	59
26%	22%	23%	26%	27%	34%	15%
Q		c	c*	c	XYc*	
46	72	97	41	49	32	171
37%	39%	42%	42%	45%	35%	44%
			*		*	
20	56	49	14	17	13	149
16%	30%	21%	15%	16%	14%	38%
	YZab		*		*	YZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
58	56	84	41	43	46	69
47%	30%	36%	43%	40%	51%	18%
QRT	c	c	Xc*	c	XYc*	
66	128	146	56	66	45	320
53%	70%	64%	57%	60%	49%	82%
	Zb	b	*		*	XYZab

Table: 30

Q15. What do you think the source of the data breach will be?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: Likely To Experience Data Breach	342	187	155	113	154
Base: Likely To Experience Data Breach (wtd)	339	185	155	111	152
Deliberate theft or sabotage by external vendor/source	140	80	60	38	60
	41%	44%	39%	34%	39%
Human error or accidental loss by employee/insider	136	73	62	45	70
	40%	40%	40%	40%	46%
Human error or accidental loss by external vendor/source	121	73	48	51	55
	36%	39%	31%	46%	36%
Deliberate theft or sabotage by employee/insider	65	35	30	25	35
	19%	19%	19%	23%	23%
Other	17	7	10	5	9
	5%	4%	6%	5%	6%
Sigma	479	269	210	165	229
	141%	145%	136%	148%	151%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
60	56	85	42	44	47	68
58	56	84	41	43	46	69
24	23	33	16	20	19	30
41%	41%	39%	38%	46%	41%	44%
*	*	*	*	*	*	*
27	21	37	19	15	20	24
47%	37%	44%	45%	34%	44%	35%
Q*	*	*	*	*	*	*
19	22	30	17	18	15	20
33%	39%	36%	40%	41%	32%	29%
*	*	*	*	*	*	*
16	6	26	9	10	5	10
28%	11%	31%	21%	22%	10%	14%
S*	*	Xbc*	*	*	*	*
-	3	1	2	3	1	7
-	5%	1%	5%	7%	2%	10%
*	*	*	*	*	*	Y*
87	74	127	62	65	60	91
150%	134%	151%	149%	150%	129%	132%

Table: 31

Q16_1. [Digital security] Thinking about the amount of money your organization spends on data security, what proport

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
0	84 8%	44 8%	40 7%	8 3%	28 6%
1	3 *	3 1%	-	1 *	2 *
5	5 *	2 *	3 1%	-	1 *
10	27 2%	12 2%	16 3%	4 1%	7 2%
15	6 1%	5 1%	1 *	1 *	3 1%
19	1 *	1 *	-	-	-
20	27 2%	12 2%	14 3%	6 2%	7 2%
22	1 *	1 *	-	1 *	-
23	1 *	-	1 *	-	1 *
25	23 2%	10 2%	13 2%	5 2%	6 1%
28	1 *	-	1 *	-	1 *

30	14	8	6	4	5
	1%	1%	1%	2%	1%
35	4	1	3	1	1
	*	*	1%	*	*
36	1	-	1	1	-
	*	-	*	*	-
40	35	23	13	10	15
	3%	4%	2%	4%	3%
45	17	11	6	6	8
	2%	2%	1%	2%	2%
48	2	1	1	2	-
	*	*	*	1%	-
50	361	161	200	105	140
	33%	29%	36%	38%	32%
51	1	-	1	-	1
	*	-	*	-	*
54	1	1	-	1	-
	*	*	-	*	-
55	10	7	4	4	6
	1%	1%	1%	1%	1%
56	2	2	-	1	1
	*	*	-	*	*
58	1	-	1	-	-
	*	-	*	-	-
59	1	1	-	1	-
	*	*	-	*	-
60	56	27	28	13	29
	5%	5%	5%	5%	7%
65	12	9	3	2	5
	1%	2%	1%	1%	1%
67	2	2	-	1	-
	*	*	-	*	-

70	54	29	24	14	28
	5%	5%	4%	5%	6%
					E
74	1	1	-	-	-
	*	*	-	-	-
75	79	36	43	18	42
	7%	6%	8%	7%	10%
					E
77	1	1	-	-	1
	*	*	-	-	*
80	66	36	30	16	32
	6%	7%	5%	6%	7%
85	12	8	4	3	6
	1%	1%	1%	1%	1%
89	1	1	-	-	-
	*	*	-	-	-
90	49	29	21	10	23
	4%	5%	4%	4%	5%
95	19	11	8	4	5
	2%	2%	1%	2%	1%
98	2	1	1	-	2
	*	*	*	-	*
99	4	3	1	2	-
	*	1%	*	1%	-
100	113	52	61	29	34
	10%	9%	11%	11%	8%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Mean (Incl. 0)	56.4	56.6	56.2	58.8	58
				E	E
Std. Dev.	27.9	28.2	27.6	24.2	25.9
Std. Err.	0.8	1.2	1.2	1.5	1.2

Mean (Excl. 0)	61.1	61.5	60.6	60.6	61.9
Std. Dev.	23.7	23.8	23.6	22.3	21.7
Std. Err.	0.7	1.1	1	1.4	1.1

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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ion is invested on digital security, and what proportion is on physical document security?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
48	13	17	28	27	84	-	83	1
12%	6%	7%	7%	10%	8%	-	9%	1%
CD					K	*	MP	
-	1	1	1	-	3	-	3	-
-	*	*	*	-	*	-	*	-
						*		
4	1	1	1	2	5	-	5	-
1%	*	*	*	1%	1%	-	1%	-
						*		
16	2	7	13	6	27	-	27	-
4%	1%	3%	3%	2%	3%	-	3%	-
D						*		
2	1	3	2	-	6	-	5	1
1%	*	1%	*	-	1%	-	1%	1%
						*		
1	-	1	-	-	1	-	1	-
*	-	*	-	-	*	-	*	-
						*		
13	2	7	10	8	27	-	23	4
3%	1%	3%	2%	3%	3%	-	3%	4%
						*		
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
-	-	-	1	-	1	-	-	1
-	-	-	*	-	*	-	-	1%
						*		L
12	4	6	8	4	22	1	18	4
3%	2%	3%	2%	2%	2%	1%	2%	4%
						*		
-	1	-	-	-	1	-	1	-
-	*	-	-	-	*	-	*	-
						*		

5	4	1	3	6	13	1	12	1
1%	2%	*	1%	2%	1%	1%	1%	1%
						*		
2	-	2	2	-	3	1	3	-
1%	-	1%	*	-	*	1%	*	-
						*		
-	-	-	1	-	1	-	-	1
-	-	-	*	-	*	-	-	1%
						*		L
11	8	6	15	6	32	4	30	2
3%	4%	3%	4%	2%	3%	4%	3%	2%
						*		
3	4	-	10	3	15	2	11	4
1%	2%	-	2%	1%	1%	2%	1%	4%
	G		G			*		L
-	1	-	-	1	-	2	-	-
-	*	-	-	*	-	2%	-	-
						J*		
116	71	80	134	76	316	45	278	38
30%	36%	33%	33%	30%	32%	45%	31%	37%
						J*		
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
-	4	-	5	1	8	3	4	4
-	2%	-	1%	*	1%	3%	*	4%
	G					J*		L
-	-	1	1	-	1	1	1	-
-	-	*	*	-	*	1%	*	-
						J*		
1	-	1	-	-	1	-	1	-
*	-	*	-	-	*	-	*	-
						*		
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
15	13	13	17	12	46	10	38	8
4%	7%	5%	4%	5%	5%	10%	4%	7%
						J*		
5	3	2	6	1	10	2	7	3
1%	1%	1%	1%	*	1%	2%	1%	3%
						*		L
1	1	1	-	-	2	-	2	-
*	*	*	-	-	*	-	*	-

60.4	60.7	60.5	60.6	62.6	61.3	58.7	62	56.1
						*	M	
26.8	21.9	25	23.5	24	24.4	15.3	25	17.4
1.5	1.6	1.7	1.2	1.6	0.8	1.5	0.9	1.7

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	-	48	21	10	6	-	-
-	-	-	13%	10%	7%	5%	-	-
-	-	*	STUVW	UVW	UVW	W	*	*
-	-	-	3	-	-	-	-	-
-	-	-	1%	-	-	-	-	-
-	-	*					*	*
-	-	-	3	-	1	-	-	1
-	-	-	1%	-	1%	-	-	2%
-	-	*					*	*
-	-	-	11	10	1	2	2	-
-	-	-	3%	5%	1%	2%	3%	-
-	-	*		SW			*	*
-	-	-	1	2	-	-	1	1
-	-	-	*	1%	-	-	1%	2%
-	-	*					*	*
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
-	-	*					*	*
-	-	-	9	4	3	4	3	3
-	-	-	3%	2%	2%	4%	4%	4%
-	-	*				W	W*	W*
-	-	-	-	-	-	-	1	-
-	-	-	-	-	-	-	1%	-
-	-	*					Q*	*
-	-	-	-	-	-	-	1	-
-	-	-	-	-	-	-	1%	-
-	-	*					Q*	*
-	-	1	6	5	1	5	2	3
-	-	1%	2%	2%	1%	4%	3%	4%
-	-	*				S	*	*
-	-	-	-	-	1	-	-	-
-	-	-	-	-	1%	-	-	-
-	-	*					*	*

-	-	1	3	3	2	2	2	-
-	-	1%	1%	1%	1%	2%	3%	-
		*					*	*
-	-	1	-	-	3	1	-	-
-	-	1%	-	-	2%	1%	-	-
		*			QR		*	*
-	-	-	-	-	1	-	-	-
-	-	-	-	-	1%	-	-	-
		*					*	*
-	-	4	3	10	6	8	1	3
-	-	4%	1%	5%	4%	7%	1%	4%
		*		Q	Q	Q	*	Q*
-	-	2	5	-	2	3	2	2
-	-	2%	1%	-	1%	3%	3%	3%
		*				R	R*	R*
-	-	2	-	-	-	1	-	-
-	-	2%	-	-	-	1%	-	-
		L*					*	*
-	-	45	130	72	41	31	21	23
-	-	45%	36%	34%	28%	27%	29%	34%
		L*					*	*
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
		*					*	*
-	-	-	1	-	-	-	-	-
-	-	-	*	-	-	-	-	-
		*					*	*
-	-	3	-	3	3	1	1	2
-	-	3%	-	1%	2%	1%	1%	3%
		L*		Q	Q		Q*	Q*
-	-	1	-	1	-	1	-	-
-	-	1%	-	*	-	1%	-	-
		L*					*	*
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
		*					*	*
-	-	-	-	-	-	-	1	-
-	-	-	-	-	-	-	1%	-
		*					Q*	*
-	-	10	5	11	14	4	6	4
-	-	10%	1%	5%	9%	4%	8%	6%
		L*		Q	Q		Q*	Q*
-	-	2	-	3	-	1	2	4
-	-	2%	-	1%	-	1%	3%	5%
		*		Q			QS*	QS*
-	-	-	1	-	-	-	1	-
-	-	-	*	-	-	-	1%	-

-	-	58.7	63.1	57.9	63.5	59.8	59.6	57.7
		*	R		R		*	*
-	-	15.3	26.8	23.2	21.9	23.2	24.3	21.3
-	-	1.5	1.5	1.7	1.9	2.2	2.8	2.6

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Le gal/Insuran ce	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
-	11	8	3	8	2	52
-	6%	4%	3%	7%	2%	13%
			*		*	XYZb
-	-	1	-	-	1	1
-	-	*	-	-	1%	*
			*		*	
-	-	-	2	-	-	3
-	-	-	2%	-	-	1%
			XY*		*	
1	4	-	2	7	2	12
1%	2%	-	2%	7%	2%	3%
	Y		Y*	Y	Y*	Y
1	4	-	-	-	-	2
1%	2%	-	-	-	-	1%
	Y		*		*	
1	-	-	1	-	-	-
1%	-	-	1%	-	-	-
			c*		*	
-	5	2	-	1	5	13
-	3%	1%	-	1%	6%	3%
			*		YZa*	Y
-	1	-	-	-	-	-
-	1%	-	-	-	-	-
			*		*	
-	-	-	-	-	1	-
-	-	-	-	-	1%	-
			*		c*	
1	3	3	4	1	1	11
1%	2%	1%	4%	1%	1%	3%
			*		*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	

2	1	3	-	1	3	6
2%	1%	1%	-	1%	3%	2%
			*		*	
-	-	2	1	-	-	1
-	-	1%	1%	-	-	*
			*		*	
-	-	-	1	-	-	-
-	-	-	1%	-	-	-
			*		*	
5	4	8	5	5	5	9
4%	2%	3%	5%	5%	5%	2%
Q			*		*	
3	3	3	-	2	4	5
2%	2%	1%	-	2%	4%	1%
R			*		Z*	
1	-	-	2	-	-	-
1%	-	-	2%	-	-	-
			Yc*		*	
42	62	78	36	30	27	126
34%	34%	34%	37%	28%	30%	33%
			*		*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
-	1	-	-	-	-	-
-	1%	-	-	-	-	-
			*		*	
1	-	7	1	1	1	1
1%	-	3%	1%	1%	1%	*
		Xc	*		*	
-	-	2	-	-	-	-
-	-	1%	-	-	-	-
			*		*	
1	-	-	1	-	-	-
1%	-	-	1%	-	-	-
			c*		*	
-	-	-	-	-	1	-
-	-	-	-	-	1%	-
			*		c*	
12	9	12	7	11	4	12
10%	5%	5%	7%	10%	5%	3%
Q			*	c	*	
2	2	4	-	2	2	2
2%	1%	2%	-	2%	2%	1%
Q			*		*	
-	1	-	-	1	-	-
-	*	-	-	1%	-	-

			*		*	
12	11	15	5	8	6	8
9%	6%	7%	5%	7%	6%	2%
QR	c	c	*	c	c*	
-	1	-	-	-	-	-
-	1%	-	-	-	-	-
			*		*	
10	10	20	9	12	9	20
8%	5%	9%	9%	11%	10%	5%
			*	c	*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
16	6	23	8	8	3	17
13%	3%	10%	9%	7%	3%	4%
QR		Xc	*		*	
3	2	2	1	-	5	2
2%	1%	1%	1%	-	5%	1%
			*		XYac*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
6	11	7	-	5	6	20
5%	6%	3%	-	5%	6%	5%
	Z		*	Z	Z*	Z
1	2	6	2	-	1	8
1%	1%	2%	2%	-	1%	2%
			*		*	
-	-	1	-	-	-	1
-	-	*	-	-	-	*
			*		*	
-	-	-	1	-	-	3
-	-	-	1%	-	-	1%
			*		*	
4	28	19	5	6	2	53
3%	15%	8%	5%	6%	2%	14%
	YZab		*		*	Zab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
62	59.1	61.3	55.5	55.1	55.7	53
QR	c	Zabc	*		*	
18.1	28.4	22.8	23.3	26.1	23.5	32.3
1.6	2.1	1.5	2.4	2.5	2.5	1.6

62	62.9	63.6	57.2	59.4	57	61.1
		Zb	*		*	
18.1	24.8	19.8	21.4	21.9	22.2	26.5
1.6	1.9	1.3	2.2	2.2	2.3	1.4

Table: 32

Q16_2. [Physical document security] Thinking about the amount of money your organization spends on data security, v

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
0	113	52	61	29	34
	10%	9%	11%	11%	8%
1	4	3	1	2	-
	*	1%	*	1%	-
2	2	1	1	-	2
	*	*	*	-	*
5	19	11	8	4	5
	2%	2%	1%	2%	1%
10	49	29	21	10	23
	4%	5%	4%	4%	5%
11	1	1	-	-	-
	*	*	-	-	-
15	12	8	4	3	6
	1%	1%	1%	1%	1%
20	66	36	30	16	32
	6%	7%	5%	6%	7%
23	1	1	-	-	1
	*	*	-	-	*
25	79	36	43	18	42
	7%	6%	8%	7%	10%
					E
26	1	1	-	-	-
	*	*	-	-	-

30	54	29	24	14	28
	5%	5%	4%	5%	6%
					E
33	2	2	-	1	-
	*	*	-	*	-
35	12	9	3	2	5
	1%	2%	1%	1%	1%
40	56	27	28	13	29
	5%	5%	5%	5%	7%
41	1	1	-	1	-
	*	*	-	*	-
42	1	-	1	-	-
	*	-	*	-	-
44	2	2	-	1	1
	*	*	-	*	*
45	10	7	4	4	6
	1%	1%	1%	1%	1%
				E	E
46	1	1	-	1	-
	*	*	-	*	-
49	1	-	1	-	1
	*	-	*	-	*
50	361	161	200	105	140
	33%	29%	36%	38%	32%
			A	E	
52	2	1	1	2	-
	*	*	*	1%	-
55	17	11	6	6	8
	2%	2%	1%	2%	2%
60	35	23	13	10	15
	3%	4%	2%	4%	3%
64	1	-	1	1	-
	*	-	*	*	-
65	4	1	3	1	1
	*	*	1%	*	*

70	14	8	6	4	5
	1%	1%	1%	2%	1%
72	1	-	1	-	1
	*	-	*	-	*
75	23	10	13	5	6
	2%	2%	2%	2%	1%
77	1	-	1	-	1
	*	-	*	-	*
78	1	1	-	1	-
	*	*	-	*	-
80	27	12	14	6	7
	2%	2%	3%	2%	2%
81	1	1	-	-	-
	*	*	-	-	-
85	6	5	1	1	3
	1%	1%	*	*	1%
90	27	12	16	4	7
	2%	2%	3%	1%	2%
95	5	2	3	-	1
	*	*	1%	-	*
99	3	3	-	1	2
	*	1%	-	*	*
100	84	44	40	8	28
	8%	8%	7%	3%	6%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Mean (Incl. 0)	43.6	43.4	43.8	41.2	42
Std. Dev.	27.9	28.2	27.6	24.2	25.9
Std. Err.	0.8	1.2	1.2	1.5	1.2

Mean (Excl. 0)	48.6	47.9	49.3	46.1	45.5
Std. Dev.	25	25.7	24.3	20.8	23.8
Std. Err.	0.8	1.2	1.1	1.3	1.2

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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what proportion is invested on digital security, and what proportion is on physical document security?

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
50	15	29	40	29	110	3	108	2
13%	8%	12%	10%	11%	11%	3%	12%	2%
D					K	*	MP	
2	1	2	1	-	4	-	4	-
*	*	1%	*	-	*	-	*	-
						*		
-	1	1	-	-	2	-	2	-
-	*	*	-	-	*	-	*	-
						*		
10	4	2	8	4	18	1	18	-
3%	2%	1%	2%	2%	2%	1%	2%	-
						*		
17	12	7	19	11	48	2	46	2
4%	6%	3%	5%	4%	5%	2%	5%	2%
						*		
1	1	-	-	-	1	-	1	-
*	*	-	-	-	*	-	*	-
						*		
3	2	2	4	4	11	1	10	1
1%	1%	1%	1%	2%	1%	1%	1%	1%
						*		
18	6	16	23	21	59	7	55	4
5%	3%	7%	6%	8%	6%	7%	6%	4%
				F		*		
-	-	-	-	1	1	-	1	-
-	-	-	-	*	*	-	*	-
						*		
19	18	16	30	15	71	8	61	11
5%	9%	7%	7%	6%	7%	8%	7%	10%
						*		
1	-	1	-	-	1	-	1	-
*	-	*	-	-	*	-	*	-
						*		

12	4	13	22	14	48	6	35	13
3%	2%	5%	5%	6%	5%	6%	4%	12%
						*		L
1	1	1	-	-	2	-	2	-
*	*	*	-	-	*	-	*	-
						*		
5	3	2	6	1	10	2	7	3
1%	1%	1%	1%	*	1%	2%	1%	3%
						*		L
15	13	13	17	12	46	10	38	8
4%	7%	5%	4%	5%	5%	10%	4%	7%
						J*		
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
1	-	1	-	-	1	-	1	-
*	-	*	-	-	*	-	*	-
						*		
-	-	1	1	-	1	1	1	-
-	-	*	*	-	*	1%	*	-
						J*		
-	4	-	5	1	8	3	4	4
-	2%	-	1%	*	1%	3%	*	4%
	G					J*		L
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
-	-	-	1	-	1	-	1	-
-	-	-	*	-	*	-	*	-
						*		
116	71	80	134	76	316	45	278	38
30%	36%	33%	33%	30%	32%	45%	31%	37%
						J*		
-	1	-	-	1	-	2	-	-
-	*	-	-	*	-	2%	-	-
						J*		
3	4	-	10	3	15	2	11	4
1%	2%	-	2%	1%	1%	2%	1%	4%
	G		G			*		L
11	8	6	15	6	32	4	30	2
3%	4%	3%	4%	2%	3%	4%	3%	2%
						*		
-	-	-	1	-	1	-	-	1
-	-	-	*	-	*	-	-	1%
						*		L
2	-	2	2	-	3	1	3	-
1%	-	1%	*	-	*	1%	*	-

54.2	46.7	49.6	48.4	49.6	49.3	42.5	49.8	45.2
CD					K	*	P	
28.2	23.6	25.2	24.5	26.8	25.9	13.7	26.7	17.3
1.5	1.7	1.7	1.3	1.8	0.9	1.4	1	1.7

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	3	65	13	11	10	7	2
-	-	3%	18%	6%	7%	9%	10%	3%
		*	RSTVW				*	*
-	-	-	-	-	1	-	1	2
-	-	-	-	-	1%	-	1%	3%
		*					Q*	QR*
-	-	-	2	-	-	-	-	-
-	-	-	1%	-	-	-	-	-
		*					*	*
-	-	1	5	3	4	4	-	2
-	-	1%	1%	1%	3%	3%	-	3%
		*					*	*
-	-	2	10	12	13	2	5	1
-	-	2%	3%	6%	9%	2%	7%	2%
		*			QTV		*	*
-	-	-	-	-	-	-	1	-
-	-	-	-	-	-	-	1%	-
		*					Q*	*
-	-	1	4	3	1	-	-	1
-	-	1%	1%	1%	1%	-	-	2%
		*					*	*
-	-	7	16	7	10	10	3	3
-	-	7%	4%	3%	7%	9%	4%	5%
		*				R	*	*
-	-	-	-	-	-	-	1	-
-	-	-	-	-	-	-	2%	-
		*					Q*	*
-	-	8	22	18	14	8	3	4
-	-	8%	6%	9%	9%	7%	4%	5%
		*					*	*
-	-	-	-	-	-	-	-	1
-	-	-	-	-	-	-	-	2%
		*					*	Q*

-	-	6	7	7	7	9	5	7
-	-	6%	2%	3%	4%	8%	7%	10%
		*				Q	Q*	QR*
-	-	-	1	-	-	-	1	-
-	-	-	*	-	-	-	1%	-
		*					*	*
-	-	2	-	3	-	1	2	4
-	-	2%	-	1%	-	1%	3%	5%
		*		Q			QS*	QS*
-	-	10	5	11	14	4	6	4
-	-	10%	1%	5%	9%	4%	8%	6%
		L*		Q	Q		Q*	Q*
-	-	-	-	-	-	-	1	-
-	-	-	-	-	-	-	1%	-
		*					Q*	*
-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
		*					*	*
-	-	1	-	1	-	1	-	-
-	-	1%	-	*	-	1%	-	-
		L*					*	*
-	-	3	-	3	3	1	1	2
-	-	3%	-	1%	2%	1%	1%	3%
		L*		Q	Q		Q*	Q*
-	-	-	1	-	-	-	-	-
-	-	-	*	-	-	-	-	-
		*					*	*
-	-	-	-	1	-	-	-	-
-	-	-	-	*	-	-	-	-
		*					*	*
-	-	45	130	72	41	31	21	23
-	-	45%	36%	34%	28%	27%	29%	34%
		L*					*	*
-	-	2	-	-	-	1	-	-
-	-	2%	-	-	-	1%	-	-
		L*					*	*
-	-	2	5	-	2	3	2	2
-	-	2%	1%	-	1%	3%	3%	3%
		*				R	R*	R*
-	-	4	3	10	6	8	1	3
-	-	4%	1%	5%	4%	7%	1%	4%
		*		Q	Q	Q	*	Q*
-	-	-	-	-	1	-	-	-
-	-	-	-	-	1%	-	-	-
		*					*	*
-	-	1	-	-	3	1	-	-
-	-	1%	-	-	2%	1%	-	-

-	-	42.5	55.4	51	44	47.5	44.7	43.5
		*	STUVW	SVW		W	*	*
-	-	13.7	27.6	26	24.8	23.2	21.4	20.3
-	-	1.4	1.6	1.9	2.1	2.3	2.6	2.5

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Le gal/Insuran ce	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
4	28	19	5	6	2	53
3%	15%	8%	5%	6%	2%	14%
	YZab		*		*	Zab
-	-	-	1	-	-	3
-	-	-	1%	-	-	1%
			*		*	
-	-	1	-	-	-	1
-	-	*	-	-	-	*
			*		*	
1	2	6	2	-	1	8
1%	1%	2%	2%	-	1%	2%
			*		*	
6	11	7	-	5	6	20
5%	6%	3%	-	5%	6%	5%
	Z		*	Z	Z*	Z
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
3	2	2	1	-	5	2
2%	1%	1%	1%	-	5%	1%
			*		XYac*	
16	6	23	8	8	3	17
13%	3%	10%	9%	7%	3%	4%
QR		Xc	*		*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
10	10	20	9	12	9	20
8%	5%	9%	9%	11%	10%	5%
			*	c	*	
-	1	-	-	-	-	-
-	1%	-	-	-	-	-
			*		*	

12	11	15	5	8	6	8
9%	6%	7%	5%	7%	6%	2%
QR	c	c	*	c	c*	
-	1	-	-	1	-	-
-	*	-	-	1%	-	-
			*		*	
2	2	4	-	2	2	2
2%	1%	2%	-	2%	2%	1%
Q			*		*	
12	9	12	7	11	4	12
10%	5%	5%	7%	10%	5%	3%
Q			*	c	*	
-	-	-	-	-	1	-
-	-	-	-	-	1%	-
			*		c*	
1	-	-	1	-	-	-
1%	-	-	1%	-	-	-
			c*		*	
-	-	2	-	-	-	-
-	-	1%	-	-	-	-
			*		*	
1	-	7	1	1	1	1
1%	-	3%	1%	1%	1%	*
		Xc	*		*	
-	1	-	-	-	-	-
-	1%	-	-	-	-	-
			*		*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
42	62	78	36	30	27	126
34%	34%	34%	37%	28%	30%	33%
			*		*	
1	-	-	2	-	-	-
1%	-	-	2%	-	-	-
			Yc*		*	
3	3	3	-	2	4	5
2%	2%	1%	-	2%	4%	1%
R			*		Z*	
5	4	8	5	5	5	9
4%	2%	3%	5%	5%	5%	2%
Q			*		*	
-	-	-	1	-	-	-
-	-	-	1%	-	-	-
			*		*	
-	-	2	1	-	-	1
-	-	1%	1%	-	-	*

			*		*	
2	1	3	-	1	3	6
2%	1%	1%	-	1%	3%	2%
			*		*	
-	-	1	-	-	-	-
-	-	*	-	-	-	-
			*		*	
1	3	3	4	1	1	11
1%	2%	1%	4%	1%	1%	3%
			*		*	
-	-	-	-	-	1	-
-	-	-	-	-	1%	-
			*		c*	
-	1	-	-	-	-	-
-	1%	-	-	-	-	-
			*		*	
-	5	2	-	1	5	13
-	3%	1%	-	1%	6%	3%
			*		YZa*	Y
1	-	-	1	-	-	-
1%	-	-	1%	-	-	-
			c*		*	
1	4	-	-	-	-	2
1%	2%	-	-	-	-	1%
	Y		*		*	
1	4	-	2	7	2	12
1%	2%	-	2%	7%	2%	3%
	Y		Y*	Y	Y*	Y
-	-	-	2	-	-	3
-	-	-	2%	-	-	1%
			XY*		*	
-	-	1	-	-	1	1
-	-	*	-	-	1%	*
			*		*	
-	11	8	3	8	2	52
-	6%	4%	3%	7%	2%	13%
			*		*	XYZb
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
38	40.9	38.7	44.5	44.9	44.3	47
			Y*	Y	Y*	XY
18.1	28.4	22.8	23.3	26.1	23.5	32.3
1.6	2.1	1.5	2.4	2.5	2.5	1.6

39.3	48.4	42.2	46.9	47.5	45.3	54.4
	Y		*	Y	*	XYZab
16.9	24.2	20.4	21.4	24.4	22.8	28.3
1.5	1.9	1.4	2.2	2.4	2.4	1.5

Table: 33

Q17. [SUMMARY - AGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	690	348	342	198	274
	63%	63%	62%	72%	63%
				DE	
Digital data security is a top priority for me when choosing who to do business with	940	446	494	243	389
	85%	81%	90%	88%	89%
			A	E	E
Data breaches are no big deal and are blown out of proportion	262	154	108	110	97
	24%	28%	20%	40%	22%
		B		DE	E
I am concerned that private personal information about my organization is out there on the internet somewhere	660	347	313	177	265
	60%	63%	57%	65%	60%
		B		E	
Companies are getting better at protecting their customers' personal and sensitive information	940	464	475	236	382
	85%	84%	87%	86%	87%
Companies need to do more to show employees and consumers how they're protecting personal information	1023	509	514	250	412
	93%	92%	94%	91%	94%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
 Minimum Base: 30 (**), Small Base: 100 (*)

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	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
217	125	146	271	147	604	86	520	85
56%	63%	60%	67%	58%	60%	87%	58%	81%
			I			J*		L
309	171	204	361	204	847	93	751	96
80%	86%	84%	89%	81%	85%	95%	84%	92%
			I			J*		L
55	51	54	99	57	208	54	167	41
14%	26%	22%	24%	23%	21%	55%	19%	40%
						J*		L
218	126	133	256	145	579	81	508	71
56%	64%	55%	63%	57%	58%	83%	57%	68%
						J*		L
322	164	207	357	212	853	87	758	96
83%	83%	85%	88%	84%	85%	88%	84%	92%
						*		L
361	183	224	380	236	930	93	831	99
93%	92%	93%	93%	93%	93%	95%	93%	95%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	86	217	119	93	78	45	49
-	-	87%	60%	57%	62%	68%	61%	71%
-	-	L*					*	R*
-	-	93	292	180	127	104	60	60
-	-	95%	81%	86%	85%	91%	82%	87%
-	-	L*				Q	*	*
-	-	54	64	49	33	33	24	21
-	-	55%	18%	23%	22%	29%	32%	30%
-	-	LM*				Q	Q*	Q*
-	-	81	186	114	99	79	49	50
-	-	83%	52%	54%	66%	69%	67%	73%
-	-	LM*			QR	QR	Q*	QR*
-	-	87	302	172	130	102	63	59
-	-	88%	84%	82%	87%	89%	86%	85%
-	-	*					*	*
-	-	93	323	205	144	105	64	65
-	-	95%	90%	98%	96%	92%	88%	94%
-	-	*		QTU	QU		*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
89	117	153	64	71	63	221
71%	64%	67%	66%	65%	69%	57%
QR		c	*		c*	
117	163	198	84	101	79	315
94%	88%	86%	86%	93%	87%	81%
QRSU	c		*	c	*	
39	38	69	23	26	33	73
31%	21%	30%	23%	24%	36%	19%
Q		Xc	*		Xc*	
84	105	154	61	74	63	203
67%	57%	67%	63%	68%	69%	52%
QR		Xc	*	c	c*	
112	162	196	82	98	80	322
90%	88%	85%	85%	90%	88%	83%
			*		*	
117	176	217	86	105	85	354
94%	96%	94%	89%	96%	93%	91%
	Z		*		*	

Table: 34

Q17. [SUMMARY - DISAGREE] To what extent do you agree or disagree with the following:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	410	203	207	76	164
	37%	37%	38%	28%	37%
					C
Digital data security is a top priority for me when choosing who to do business with	160	105	55	32	50
	15%	19%	10%	12%	11%
		B			
Data breaches are no big deal and are blown out of proportion	838	397	441	164	341
	76%	72%	80%	60%	78%
			A		C
I am concerned that private personal information about my organization is out there on the internet somewhere	440	203	236	97	173
	40%	37%	43%	35%	40%
			A		
Companies are getting better at protecting their customers' personal and sensitive information	160	86	74	38	57
	15%	16%	13%	14%	13%
Companies need to do more to show employees and consumers how they're protecting personal information	77	42	35	25	26
	7%	8%	6%	9%	6%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c
 Minimum Base: 30 (**), Small Base: 100 (*)

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	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
170	73	96	136	106	398	13	378	19
44%	37%	40%	33%	42%	40%	13%	42%	19%
C				H	K	*	MP	
78	27	38	46	49	155	5	147	8
20%	14%	16%	11%	19%	15%	5%	16%	8%
CD				H	K	*	MP	
333	147	188	308	196	794	44	731	63
86%	74%	78%	76%	77%	79%	45%	81%	60%
CD					K	*	MP	P
169	72	109	151	108	423	17	390	33
44%	36%	45%	37%	43%	42%	17%	43%	32%
C					K	*	MP	P
65	34	35	50	41	149	11	141	8
17%	17%	15%	12%	16%	15%	12%	16%	8%
						*	M	
26	15	18	27	17	72	5	67	5
7%	8%	7%	7%	7%	7%	5%	7%	5%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	13	143	91	56	37	28	20
-	-	13%	40%	43%	38%	32%	39%	29%
-	-	*	W	VW			*	*
-	-	5	68	30	23	10	13	9
-	-	5%	19%	14%	15%	9%	18%	13%
-	-	*	TW	W	W		W*	*
-	-	44	296	161	116	82	50	48
-	-	45%	82%	77%	78%	71%	68%	70%
-	-	*	TUVW				*	*
-	-	17	174	96	50	36	24	19
-	-	17%	48%	46%	34%	31%	33%	27%
-	-	*	STUVW	STVW			*	*
-	-	11	57	37	20	12	10	11
-	-	12%	16%	18%	13%	11%	14%	15%
-	-	*					*	*
-	-	5	36	5	6	9	9	4
-	-	5%	10%	2%	4%	8%	12%	6%
-	-	*	RS			R	RS*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
36	66	77	33	39	28	167
29%	36%	33%	34%	35%	31%	43%
			*		*	Yb
7	21	32	13	8	12	73
6%	12%	14%	14%	7%	13%	19%
			*		*	Xa
86	146	160	74	83	59	316
69%	79%	70%	77%	76%	64%	81%
	Yb		*		*	Yb
41	79	75	36	35	28	186
33%	43%	33%	37%	32%	31%	48%
	Y		*		*	Yab
13	22	34	15	11	11	67
10%	12%	15%	15%	10%	12%	17%
			*		*	
8	8	13	11	5	6	34
6%	4%	6%	11%	4%	7%	9%
			X*		*	

Table: 35

Q17_1. [I trust that all digital data breaches are properly disclosed to consumers and not kept secret] To what extent do

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	303	146	157	107	124
	28%	26%	29%	39%	28%
				DE	E
Somewhat agree	386	202	185	92	150
	35%	37%	34%	33%	34%
Somewhat disagree	269	127	142	55	107
	24%	23%	26%	20%	24%
Strongly disagree	141	76	65	21	57
	13%	14%	12%	8%	13%
					C
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	690	348	342	198	274
	63%	63%	62%	72%	63%
				DE	
Disagree	410	203	207	76	164
	37%	37%	38%	28%	37%
					C

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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o you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
72	64	66	118	55	251	53	208	43
19%	32%	27%	29%	22%	25%	54%	23%	41%
	I		I			J*		L
145	62	80	153	92	353	33	312	42
37%	31%	33%	38%	36%	35%	34%	35%	40%
						*		
107	47	69	92	60	261	7	250	11
28%	24%	29%	23%	24%	26%	8%	28%	11%
C					K	*	MP	
63	25	27	43	46	136	5	128	8
16%	13%	11%	11%	18%	14%	5%	14%	8%
C				GH	K	*	P	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
217	125	146	271	147	604	86	520	85
56%	63%	60%	67%	58%	60%	87%	58%	81%
			I			J*		L
170	73	96	136	106	398	13	378	19
44%	37%	40%	33%	42%	40%	13%	42%	19%
C				H	K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	53	88	56	32	34	28	22
-	-	54%	24%	27%	22%	30%	38%	32%
		L*					QS*	*
-	-	33	129	64	61	44	17	27
-	-	34%	36%	30%	41%	38%	23%	39%
		*	U		RU	U	*	U*
-	-	7	95	63	37	24	15	14
-	-	8%	27%	30%	25%	21%	21%	20%
		*	W	W			*	*
-	-	5	47	28	20	13	13	6
-	-	5%	13%	13%	13%	11%	18%	9%
		*					*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	86	217	119	93	78	45	49
-	-	87%	60%	57%	62%	68%	61%	71%
		L*					*	R*
-	-	13	143	91	56	37	28	20
-	-	13%	40%	43%	38%	32%	39%	29%
		*	W	VW			*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Le gal/Insuran ce	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
43	54	74	30	33	20	92
34%	30%	32%	31%	31%	22%	24%
QS		c	*		*	
46	63	79	34	37	43	129
37%	34%	34%	36%	34%	47%	33%
U			*		XYc*	
21	45	47	23	26	16	112
17%	24%	20%	24%	24%	17%	29%
			*		*	Yb
15	21	30	10	13	13	55
12%	12%	13%	10%	12%	14%	14%
			*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
89	117	153	64	71	63	221
71%	64%	67%	66%	65%	69%	57%
QR		c	*		c*	
36	66	77	33	39	28	167
29%	36%	33%	34%	35%	31%	43%
			*		*	Yb

Table: 36

Q17_2. [Digital data security is a top priority for me when choosing who to do business with] To what extent do you agree

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	503	216	287	145	227
	46%	39%	52%	53%	52%
Somewhat agree	437	230	207	98	162
	40%	42%	38%	36%	37%
Somewhat disagree	117	79	38	24	32
	11%	14%	7%	9%	7%
Strongly disagree	43	26	16	8	17
	4%	5%	3%	3%	4%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	940	446	494	243	389
	85%	81%	90%	88%	89%
Disagree	160	105	55	32	50
	15%	19%	10%	12%	11%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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ree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
132	92	117	197	96	429	74	367	62
34%	47%	48%	48%	38%	43%	76%	41%	59%
		I	I			J*		L
177	79	86	164	108	418	19	384	34
46%	40%	36%	40%	43%	42%	19%	43%	33%
CD					K	*	P	P
61	19	28	36	35	114	4	108	6
16%	10%	11%	9%	14%	11%	4%	12%	6%
CD				H	K	*	P	
17	8	11	11	13	42	1	39	2
4%	4%	4%	3%	5%	4%	1%	4%	2%
						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
309	171	204	361	204	847	93	751	96
80%	86%	84%	89%	81%	85%	95%	84%	92%
			I			J*		L
78	27	38	46	49	155	5	147	8
20%	14%	16%	11%	19%	15%	5%	16%	8%
CD				H	K	*	MP	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	74	133	97	78	53	34	37
-	-	76%	37%	46%	52%	47%	47%	53%
		LM*		Q	Q		*	Q*
-	-	19	159	83	49	51	26	23
-	-	19%	44%	40%	33%	44%	36%	34%
		*	S				*	*
-	-	4	39	25	19	9	13	8
-	-	4%	11%	12%	13%	8%	18%	12%
		*	W	W	W		W*	W*
-	-	1	28	5	4	1	-	1
-	-	1%	8%	2%	3%	1%	-	2%
		*	RSTUW				*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	93	292	180	127	104	60	60
-	-	95%	81%	86%	85%	91%	82%	87%
		L*				Q	*	*
-	-	5	68	30	23	10	13	9
-	-	5%	19%	14%	15%	9%	18%	13%
		*	TW	W	W		W*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
71	93	119	47	54	41	150
57%	51%	52%	48%	49%	44%	39%
Q	c	c	*	c	*	
46	69	79	37	48	39	165
37%	38%	34%	38%	43%	42%	43%
			*		*	Y
4	16	26	10	6	11	48
3%	9%	11%	10%	6%	12%	12%
			*		*	
3	5	6	3	2	1	26
2%	3%	3%	3%	2%	1%	7%
			*		*	Yab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
117	163	198	84	101	79	315
94%	88%	86%	86%	93%	87%	81%
QRSU	c		*	c	*	
7	21	32	13	8	12	73
6%	12%	14%	14%	7%	13%	19%
			*		*	Xa

Table: 37

Q17_3. [Data breaches are no big deal and are blown out of proportion] To what extent do you agree or disagree with t

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	100	53	47	50	40
	9%	10%	9%	18%	9%
				DE	E
Somewhat agree	162	101	61	60	57
	15%	18%	11%	22%	13%
		B		DE	
Somewhat disagree	297	159	138	52	112
	27%	29%	25%	19%	26%
					C
Strongly disagree	541	238	303	112	229
	49%	43%	55%	41%	52%
			A		C
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	262	154	108	110	97
	24%	28%	20%	40%	22%
		B		DE	E
Disagree	838	397	441	164	341
	76%	72%	80%	60%	78%
			A		C

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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the following:

	Region				Sample Type		Business	
55+	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
10	20	20	41	19	66	34	50	16
3%	10%	8%	10%	7%	7%	35%	6%	15%
						J*		L
45	31	34	58	39	142	20	117	25
12%	16%	14%	14%	15%	14%	20%	13%	24%
						*		L
133	47	71	104	75	287	10	270	17
34%	24%	30%	26%	30%	29%	10%	30%	16%
CD					K	*	MP	
200	100	116	204	120	507	34	461	46
52%	51%	48%	50%	48%	51%	35%	51%	44%
C					K	*	P	
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
55	51	54	99	57	208	54	167	41
14%	26%	22%	24%	23%	21%	55%	19%	40%
						J*		L
333	147	188	308	196	794	44	731	63
86%	74%	78%	76%	77%	79%	45%	81%	60%
CD					K	*	MP	P

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	34	21	17	16	14	6	6
-	-	35%	6%	8%	11%	12%	8%	8%
		LM*				Q	*	*
-	-	20	43	32	17	19	17	15
-	-	20%	12%	15%	12%	16%	24%	22%
		*					QS*	Q*
-	-	10	105	66	44	28	13	15
-	-	10%	29%	31%	30%	24%	18%	22%
		*		UW			*	*
-	-	34	191	95	72	54	36	33
-	-	35%	53%	45%	48%	47%	50%	48%
		*					*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	54	64	49	33	33	24	21
-	-	55%	18%	23%	22%	29%	32%	30%
		LM*				Q	Q*	Q*
-	-	44	296	161	116	82	50	48
-	-	45%	82%	77%	78%	71%	68%	70%
		*	TUVW				*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Le gal/Insuran ce	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
20	16	29	9	14	12	21
16%	9%	12%	9%	13%	13%	5%
QR		c	*	c	c*	
19	22	41	14	12	21	52
15%	12%	18%	14%	11%	23%	13%
			*		Xac*	
26	53	61	29	24	16	115
21%	29%	27%	29%	22%	18%	30%
			*		*	b
60	93	99	46	59	42	201
48%	51%	43%	47%	54%	46%	52%
			*		*	Y
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
39	38	69	23	26	33	73
31%	21%	30%	23%	24%	36%	19%
Q		Xc	*		Xc*	
86	146	160	74	83	59	316
69%	79%	70%	77%	76%	64%	81%
	Yb		*		*	Yb

Table: 38

Q17_4. [I am concerned that private personal information about my organization is out there on the internet somewhere]

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	246	129	117	77	117
	22%	23%	21%	28%	27%
Somewhat agree	414	219	195	100	148
	38%	40%	36%	37%	34%
Somewhat disagree	282	133	150	52	108
	26%	24%	27%	19%	25%
Strongly disagree	157	71	86	45	66
	14%	13%	16%	16%	15%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	660	347	313	177	265
	60%	63%	57%	65%	60%
Disagree	440	203	236	97	173
	40%	37%	43%	35%	40%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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re] To what extent do you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
53	48	51	92	54	199	47	165	34
14%	24%	21%	23%	21%	20%	48%	18%	33%
						J*		L
165	78	82	164	91	380	34	343	37
43%	39%	34%	40%	36%	38%	35%	38%	36%
D						*		
123	52	66	98	66	272	11	255	17
32%	26%	27%	24%	26%	27%	11%	28%	16%
CD					K	*	MP	
46	20	43	53	42	151	6	135	16
12%	10%	18%	13%	17%	15%	6%	15%	16%
		F		F	K	*	P	P
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
218	126	133	256	145	579	81	508	71
56%	64%	55%	63%	57%	58%	83%	57%	68%
						J*		L
169	72	109	151	108	423	17	390	33
44%	36%	45%	37%	43%	42%	17%	43%	32%
C					K	*	MP	P

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	47	59	34	33	31	22	25
-	-	48%	16%	16%	22%	27%	30%	36%
		LM*				QR	QR*	QRS*
-	-	34	127	80	66	48	27	26
-	-	35%	35%	38%	44%	42%	37%	37%
		*					*	*
-	-	11	106	63	36	21	15	11
-	-	11%	30%	30%	24%	18%	20%	16%
		*	TV	TV			*	*
-	-	6	68	33	14	14	9	8
-	-	6%	19%	16%	10%	13%	13%	11%
		*	SW				*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	81	186	114	99	79	49	50
-	-	83%	52%	54%	66%	69%	67%	73%
		LM*			QR	QR	Q*	QR*
-	-	17	174	96	50	36	24	19
-	-	17%	48%	46%	34%	31%	33%	27%
		*	STUVW	STVW			*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
43	41	57	30	32	22	63
35%	22%	25%	31%	29%	24%	16%
QRS		c	c*	c	*	
41	64	97	30	43	41	139
33%	35%	42%	31%	39%	45%	36%
			*		*	
30	48	54	26	23	19	113
24%	26%	23%	27%	21%	21%	29%
			*		*	
11	31	22	10	12	9	73
9%	17%	9%	11%	11%	10%	19%
	Y		*		*	Yb
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
84	105	154	61	74	63	203
67%	57%	67%	63%	68%	69%	52%
QR		Xc	*	c	c*	
41	79	75	36	35	28	186
33%	43%	33%	37%	32%	31%	48%
	Y		*		*	Yab

Table: 39

Q17_5. [Companies are getting better at protecting their customers' personal and sensitive information] To what extent

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	349	171	178	101	159
	32%	31%	32%	37%	36%
Somewhat agree	591	294	297	135	223
	54%	53%	54%	49%	51%
Somewhat disagree	125	64	61	29	43
	11%	12%	11%	10%	10%
Strongly disagree	35	22	13	10	14
	3%	4%	2%	4%	3%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	940	464	475	236	382
	85%	84%	87%	86%	87%
Disagree	160	86	74	38	57
	15%	16%	13%	14%	13%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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t do you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
89	65	87	139	57	298	51	245	52
23%	33%	36%	34%	23%	30%	52%	27%	50%
	I	I	I			J*		L
233	99	119	218	155	556	35	512	43
60%	50%	49%	54%	61%	55%	36%	57%	42%
CD				FG	K	*	MP	
53	30	28	38	30	116	8	110	6
14%	15%	11%	9%	12%	12%	9%	12%	6%
	H					*		
12	4	7	13	11	32	3	31	2
3%	2%	3%	3%	4%	3%	3%	3%	2%
						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
322	164	207	357	212	853	87	758	96
83%	83%	85%	88%	84%	85%	88%	84%	92%
						*		L
65	34	35	50	41	149	11	141	8
17%	17%	15%	12%	16%	15%	12%	16%	8%
						*	M	

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	51	93	64	46	36	27	28
-	-	52%	26%	30%	30%	31%	37%	40%
		L*					*	Q*
-	-	35	209	108	84	66	36	31
-	-	36%	58%	52%	56%	58%	49%	45%
		*	VW			W	*	*
-	-	8	40	34	16	10	4	8
-	-	9%	11%	16%	11%	9%	6%	12%
		*		UW			*	*
-	-	3	16	3	4	2	6	2
-	-	3%	5%	1%	2%	2%	8%	3%
		*					RSTW*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	87	302	172	130	102	63	59
-	-	88%	84%	82%	87%	89%	86%	85%
		*					*	*
-	-	11	57	37	20	12	10	11
-	-	12%	16%	18%	13%	11%	14%	15%
		*					*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
56	57	83	36	32	27	114
45%	31%	36%	37%	30%	29%	29%
QRST			*		*	
56	105	113	46	66	54	208
45%	57%	49%	48%	60%	58%	53%
			*		*	
10	17	25	12	9	10	50
8%	9%	11%	12%	9%	11%	13%
			*		*	
2	5	8	3	2	1	16
2%	3%	4%	3%	2%	1%	4%
			*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
112	162	196	82	98	80	322
90%	88%	85%	85%	90%	88%	83%
			*		*	
13	22	34	15	11	11	67
10%	12%	15%	15%	10%	12%	17%
			*		*	

Table: 40

Q17_6. [Companies need to do more to show employees and consumers how they're protecting personal information]

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Strongly agree	554	240	314	142	248
	50%	44%	57%	52%	57%
Somewhat agree	469	269	200	107	164
	43%	49%	36%	39%	37%
		B			
Somewhat disagree	59	30	29	20	20
	5%	5%	5%	7%	5%
Strongly disagree	18	12	6	5	6
	2%	2%	1%	2%	1%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%
Summary					
Agree	1023	509	514	250	412
	93%	92%	94%	91%	94%
Disagree	77	42	35	25	26
	7%	8%	6%	9%	6%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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To what extent do you agree or disagree with the following:

55+	Region				Sample Type		Business	
	Northeast	Midwest	South	West	SBO	C-Suite	Less than 50	Between 51-99
E	F	G	H	I	J	K	L	M
385	221	227	423	229	1000	100	896	104
387	198	242	407	253	1002	98	898	104
163	109	118	207	119	486	68	423	63
42%	55%	49%	51%	47%	49%	69%	47%	61%
						J*		L
198	73	106	173	117	444	26	408	36
51%	37%	44%	43%	46%	44%	26%	45%	34%
CD				F	K	*	MP	
19	13	16	18	12	54	5	50	4
5%	6%	7%	4%	5%	5%	5%	6%	4%
						*		
7	3	2	9	4	18	-	17	1
2%	1%	1%	2%	2%	2%	-	2%	1%
						*		
387	198	242	407	253	1002	98	898	104
100%	100%	100%	100%	100%	100%	100%	100%	100%
361	183	224	380	236	930	93	831	99
93%	92%	93%	93%	93%	93%	95%	93%	95%
						*		
26	15	18	27	17	72	5	67	5
7%	8%	7%	7%	7%	7%	5%	7%	5%
						*		

Size (# of Employees)			Yearly Revenue					
Between 100-249	Between 250-499	500+	Less than \$50,000	\$50,000- <\$100,000	\$100,000- <\$250,000	\$250,000- <\$500,000	\$500,000- <\$750,000	\$750,000- <\$1,000,000
N	O	P	Q	R	S	T	U	V
-	-	100	358	209	149	114	73	70
-	-	98	359	210	150	114	73	69
-	-	68	175	105	75	52	40	34
-	-	69%	49%	50%	50%	45%	55%	49%
		L*					*	*
-	-	26	148	100	69	53	24	31
-	-	26%	41%	48%	46%	47%	32%	46%
		*		UW			*	*
-	-	5	25	4	4	8	8	3
-	-	5%	7%	2%	3%	7%	11%	4%
		*	R			R	RS*	*
-	-	-	11	1	2	1	1	1
-	-	-	3%	*	1%	1%	1%	1%
		*	R				*	*
-	-	98	359	210	150	114	73	69
-	-	100%	100%	100%	100%	100%	100%	100%
-	-	93	323	205	144	105	64	65
-	-	95%	90%	98%	96%	92%	88%	94%
		*		QTU	QU		*	*
-	-	5	36	5	6	9	9	4
-	-	5%	10%	2%	4%	8%	12%	6%
		*	RS			R	RS*	*

	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
72	100	125	45	61	45	177
58%	55%	54%	46%	56%	49%	46%
	c	c	*	c	*	
44	75	92	41	43	40	177
36%	41%	40%	43%	39%	44%	46%
			*		*	
7	7	11	10	5	5	21
5%	4%	5%	10%	4%	6%	5%
			X*		*	
1	1	2	1	-	1	13
1%	1%	1%	1%	-	1%	3%
			*		*	XY
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
117	176	217	86	105	85	354
94%	96%	94%	89%	96%	93%	91%
	Z		*		*	
8	8	13	11	5	6	34
6%	4%	6%	11%	4%	7%	9%
			X*		*	

Table: 41

Q18. If your company were to suffer a data breach and your customers' personal data were compromised, how do you

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Demand to know what you're doing to prevent future breaches	464	232	232	117	204
	42%	42%	42%	43%	47%
					E
Lose trust in you	405	216	189	98	169
	37%	39%	34%	36%	39%
Wait to see how you react to the situation before making up their mind about what to do	374	184	190	95	141
	34%	33%	35%	35%	32%
Stop doing business with you	308	159	149	74	144
	28%	29%	27%	27%	33%
					E
Tell others about the data breach	299	164	135	86	136
	27%	30%	25%	31%	31%
				E	E
Seek compensation from you	229	116	114	73	102
	21%	21%	21%	27%	23%
				E	E
Nothing	104	54	50	19	36
	9%	10%	9%	7%	8%
Sigma	2184	1124	1060	561	933
	199%	204%	193%	205%	213%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
61	78	114	40	57	36	139
49%	42%	49%	41%	53%	39%	36%
Q		c	*	c	*	
52	66	84	34	41	46	134
42%	36%	36%	35%	37%	50%	35%
			*		XYZc*	
59	79	85	38	35	19	117
47%	43%	37%	39%	32%	21%	30%
QRS	bc	b	b*		*	
34	49	75	23	36	28	97
27%	27%	32%	24%	33%	31%	25%
		c	*		*	
44	51	73	23	33	31	89
35%	27%	32%	24%	30%	33%	23%
Q		c	*		c*	
32	29	62	18	29	27	64
26%	16%	27%	18%	27%	30%	16%
Q		Xc	*	Xc	Xc*	
3	12	11	3	7	8	63
3%	7%	5%	3%	6%	9%	16%
			*		*	XYZa
285	364	504	179	239	195	704
229%	198%	219%	184%	219%	213%	181%

Table: 42

QResp_gender. Are you...?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Male	551	551	-	131	200
	50%	100%	-	48%	46%
		B			
Female	549	-	549	144	238
	50%	-	100%	52%	54%
			A	E	E
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
92	88	142	50	35	50	186
73%	48%	62%	52%	32%	55%	48%
QRST	a	Xac	a*		a*	a
33	96	87	47	75	41	203
27%	52%	38%	48%	68%	45%	52%
	Y		*	XYZbc	*	Y
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 43
 QQUOTAGERANGE.

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
18-34	274	131	144	274	-
	25%	24%	26%	100%	-
				DE	
35-54	438	200	238	-	438
	40%	36%	43%	-	100%
			A		CE
55+	387	220	167	-	-
	35%	40%	30%	-	-
		B			
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
30	46	58	32	35	24	79
24%	25%	25%	33%	32%	26%	20%
			c*	c	*	
60	69	108	36	40	42	143
48%	37%	47%	37%	37%	45%	37%
QT		Xc	*		*	
35	69	63	29	34	26	166
28%	38%	27%	30%	31%	28%	43%
	Y		*		*	YZab
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 44
 QHCAL_STDREGION_4CODES_US. US Region

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Northeast	198	114	84	47	78
	18%	21%	15%	17%	18%
Midwest	242	114	128	52	93
	22%	21%	23%	19%	21%
South	407	184	223	111	176
	37%	33%	41%	40%	40%
West	253	139	114	64	92
	23%	25%	21%	23%	21%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
34	29	54	19	25	12	60
27%	16%	23%	19%	23%	13%	15%
QRSU		Xbc	*		*	
26	39	44	26	23	13	97
21%	21%	19%	26%	21%	14%	25%
			b*		*	b
46	77	84	33	38	39	137
37%	42%	36%	34%	34%	43%	35%
			*		*	
19	39	49	20	23	28	95
15%	21%	21%	21%	21%	30%	24%
			*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 45

QD3A. Is your business or organization public or private owned?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
Public	190	96	94	95	70
	17%	17%	17%	34%	16%
Private	910	455	455	180	369
	83%	83%	83%	66%	84%
					C
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
40	32	50	31	20	11	47
32%	17%	22%	32%	19%	12%	12%
QRSU		bc	XYabc*		*	
84	152	180	66	89	81	342
68%	83%	78%	68%	81%	88%	88%
	Z	Z	*	Z	YZ*	YZ
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%

Table: 46
Qcountry.

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents	1100	551	549	275	440
Base: All Respondents (wtd)	1100	551	549	274	438
US	1100	551	549	274	438
	100%	100%	100%	100%	100%
Sigma	1100	551	549	274	438
	100%	100%	100%	100%	100%

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M/N/O/P, Q/R/S/T/U/V/W, X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

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	Industry Sector					
\$1,000,000 +	Retail	Business Services	Finance/Legal/Insurance	Public Services	Real Estate	Other
W	X	Y	Z	a	b	c
127	184	232	97	110	91	386
125	184	230	97	109	92	389
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%
			*		*	
125	184	230	97	109	92	389
100%	100%	100%	100%	100%	100%	100%